



NEW BOOK EMPOWERS WOMEN TO ACHIEVE CAREER GOALS

Local Businesswoman and Author of Newly Released YOUR CAREER, YOUR WAY Offers a Simple Plan for Increasing Professional Growth and Maximizing Job Potential

Seattle – February 21, 2007– To help women take control of their careers and achieve their professional aspirations on their terms, Lisa Quast, one of Puget Sound Business Journal's Top 40 Under 40 business leaders and CEO of Career Woman, Inc. (www.careerwomaninc.com), has authored a business self-help book, *Your Career, Your Way: Personal Strategies to Achieve Your Career Aspirations*.

Quast believes that achieving career success requires more than luck, more than hard work – it requires a plan. In *Your Career, Your Way*, Quast relates her own experience of identifying and taking specific actions that would become her personal roadmap. *Your Career, Your Way* presents easy to follow, step-by-step instructions for doing the same – and is designed to be applied by anyone in their own life. “I want to help women rediscover their wings and take flight,” says Quast. I’ve learned that it’s okay to reach for the sky, that it’s okay to take control of my career and my life. I’ve learned that it’s okay to be female, ambitious and successful.”

With a desire to thrive in her own career, Quast applied a business concept, the strategic plan, to her own life, which as she followed, resulted in promotions, assignments with greater visibility, higher pay, appreciation from management and increased respect and recognition from co-workers. She implemented this same approach during her ten years of coaching and mentoring women of all ages on achieving career aspirations, and was strongly encouraged to capture it in a book. *Your Career, Your Way* became a reality.

Quast closes, “I believe women represent what will be the most exciting and incremental breakthrough in the world of business, assuming their hard won place beside their male counterparts.”

Available today, [Your Career, Your Way: Personal Strategies to Achieve Your Career Aspirations](#), is for women of all ages and career paths and is currently available in major bookstores and online at Amazon.com and BarnesandNoble.com.

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Review Copies

Copies of Lisa Quast's *Your Career, Your Way: Personal Strategies to Achieve Your Career Aspirations* are available upon request. Excerpts for inclusion in job-related articles are also available.

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About Lisa Quast

Lisa Quast is the CEO of Career Woman, Inc. and has succeeded at business and in her career in areas that have been traditionally male dominated. She is recognized for the successful development of personnel and organizations, is a sought after speaker and executive coach, and in 2005, was named by the Puget Sound Business Journal as one of the top 40 under 40 business leaders in Seattle. The award honors top leaders under the age of 40 who work hard to drive the business community's future and demonstrate dynamic leadership and social responsibility. *Your Career, Your Way* is her first book.

About Career Woman, Inc.

Career Woman, Inc. is an international consulting company dedicated to the growth and development of women. Career Woman, Inc. works with companies who are interested in better utilizing their untapped female talents and in unleashing the potential of women in their workforce. Career Woman, Inc. also works with individual women, helping them create personal career strategic plans, providing coaching and leadership development training, career planning services, personal image consulting, and helping women who are transitioning back into the workforce after time off.