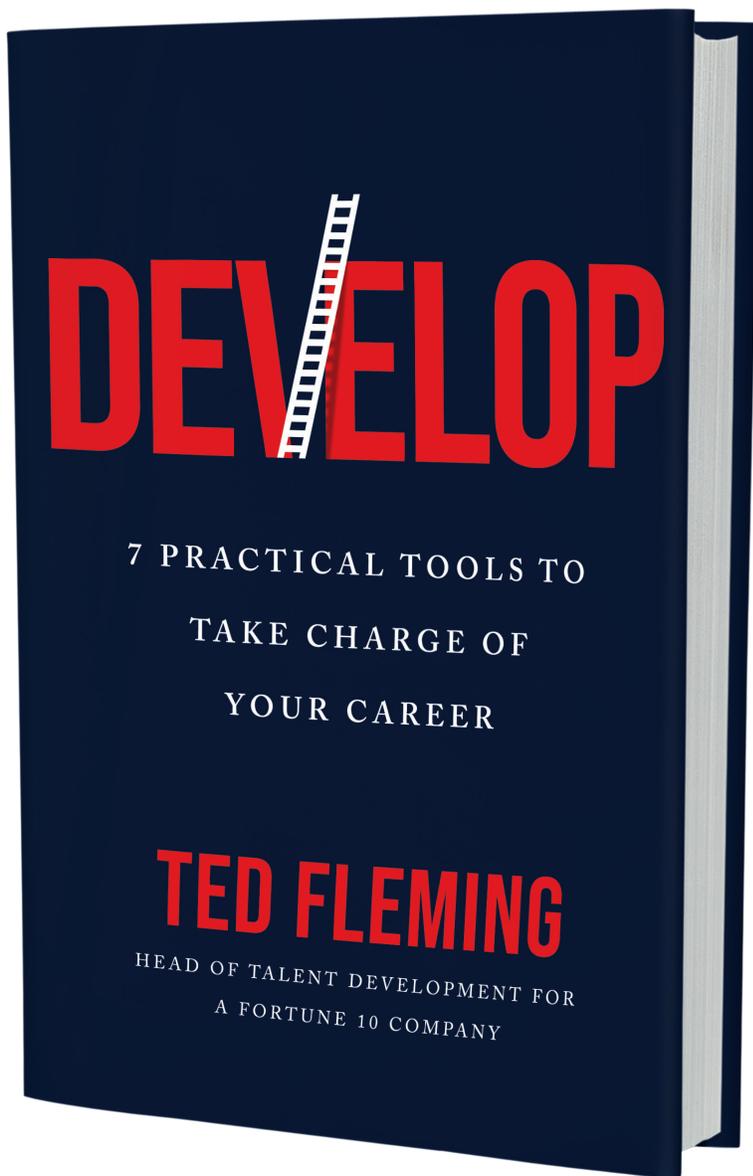


MEDIA KIT

ON SALE OCTOBER 2020



“Develop is the rare book that will help each reader tap into their unique talents, while also acknowledging their unique challenges, as they forge a path toward personal success.”

—PLEASE WRIGHT
vice chair of the National
Academy of Human Resources

PLEASE DIRECT MARKETING REQUESTS TO:

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ABOUT THE BOOK

WHAT ARE THE DIFFERENCES BETWEEN A REWARDING CAREER AND JOB FRUSTRATION? WHY ARE SOME PEOPLE ABLE TO CLIMB THE CORPORATE LADDER WHILE OTHERS ARE STUCK?

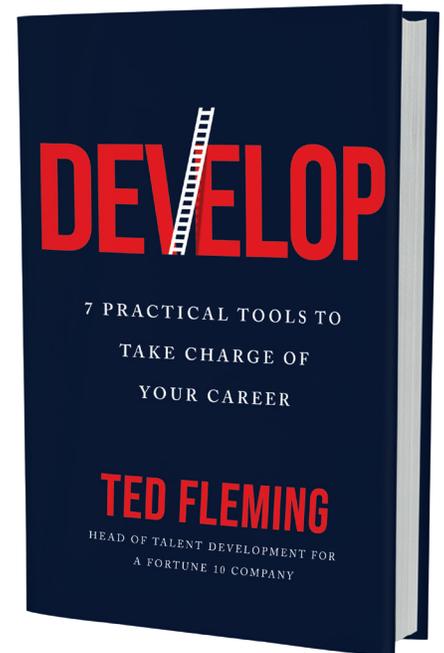
In *Develop: 7 Practical Tools to Take Charge of Your Career*, Ted Fleming answers these questions and provides readers with simple, relevant and easy to apply guidance for finding the right job or growing in an existing job. It offers actionable tools and techniques that people can apply systematically to achieve their career goals. Readers of *Develop* will:

- ✓ Discover what interests them
- ✓ Learn how to communicate their unique gifts to others
- ✓ Uncover what employers are looking for
- ✓ Network the right way
- ✓ Identify their leadership style
- ✓ Craft a powerful image
- ✓ Create development plans that drive results

After finishing *Develop*, you will be well equipped to take charge of your career. Fleming's book serves as a lifelong reference book on your shelf to be read repeatedly and consulted throughout your career.



TED FLEMING offers proven talent development solutions gained from more than 30 years of experience advising individuals and businesses. He is an avid tennis and squash player that lives with his wife Kathy in Connecticut.



BOOK DETAILS

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CONNECT WITH TED AT
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FOR MEDIA AND READING GROUPS

HAVE TED ON YOUR SHOW, WHERE HE WILL:

- Share tools to advance your career prospects.
- Help you better communicate your unique gifts to others.
- Explain how to make career transitions and address obstacles faced by women and people of color.

SAMPLE INTERVIEW QUESTIONS:

- How do you uncover job opportunities?
- How can people better communicate the type of job they want?
- How do employers evaluate job candidates?
- What are the best ways to prepare for a job interview?
- What do you mean by networking the right way?
- How do you identify your leadership style? Why is that important?
- Why is image important?
- What steps can you take to expand your influence?
- What tips do you have for developing in your current role?
- What advice do you have for transitioning from one industry to another?
- What barriers might women and people of color face?

READING GUIDE:

- Which of the seven tools did you find most helpful? How will you apply?
- What are your top “must-have” and “motivating” factors?
- Share your job aspiration statements with the group and ask for input.
- Use the STAR Method to describe your top three accomplishments. What are your greatest areas of strength?
- What are your networking quadrant strengths? Who is your “Wow” person?
- What is your leadership preference? Discuss its strengths and weaknesses.
- What is the image people have of you at work? Do you want to change it?
- Where are you on the “Spheres of Influence” chart? Do you want to go higher? If so, why / how?
- What was your biggest takeaway from reading *Develop*?
- Share your development plan with the group or a friend. How can others assist you?
- What is your towering strength?
- Which of the nine barriers must you address as a woman or person of color at your work?

Ted will be happy to answer these and any other questions in a video chat with your group. If you're interested in scheduling a time for your group to meet with Ted, contact Tanya Wardell at tanya@benbellabooks.com.

BOOK EXCERPT

IF YOU ARE READING THIS BOOK, chances are you are ready for a change. You might like your job or company, but you want to get ahead and don't know what to do next. Maybe it has been a long time since you've had to look for a job and need a road map. Or maybe you're unhappy and you're searching for the path to a more rewarding job and career? If that's you, you're not alone. According to the 2019 "Mind the Workplace" report (released by Mental Health America and the Faas Foundation), more than half of Americans are dissatisfied at work and actively hunting for a new job. (And 41 percent of them look for different employment several times a week!) This is just one of many studies I could cite that document people's frustration with their jobs.

But will getting a new job make them truly happy? Not likely. Few people know exactly what they want in a job or how to get it. We often need help finding our way.

Without a road map, we can feel overwhelmed and powerless to change our situation. This leads to frustration and isolation that results in a disengaged and uninspired workforce. When I give workshops and seminars, I prompt the audience, "Raise your hand if you've worked at the same company for the last three years." Then I follow that with, "Keep your hand up if you've had the same job for those three years." When the attendees look around the room, they notice that almost everyone's hand is still raised.

This should be your first insight. Despite all the studies and employee survey results on job satisfaction (or lack thereof), the majority of people work at the same company, in the same role, year after year.

So, any book on how to master the skills needed to perform well in your current role—or to get the experience you need to get promoted in the future—should focus on how to excel in your current role as well as how to look for a new job. Growing within your current role can take just as much effort as applying for a new job, and yet, not many books address it.

I've worked with thousands of people over many years in the areas of career and leadership development. I see firsthand the fear, frustration, and struggle they experience as they try to navigate their organizations. Most people do not take a systematic approach to development, which results in stalled progression and working in unfulfilling jobs. Simply put, they struggle to communicate what they want, don't understand the needs of their managers and employers, don't network effectively, haven't crafted a powerful image, or don't know how to circumvent barriers others place in their way.

Develop shares simple, relevant, and easy-to-apply guidance for finding the right job or growing in an existing job.

The book is organized into two parts. Part I outlines the seven tools. These tools are designed to broaden your perspective about

development, show you how to advance your career prospects, and help you better communicate your unique gifts to others.

In chapter 1, you'll learn how to figure out what you really want and how to sharpen your own perspective using the Job Exploration Summary tool.

Chapter 2 discusses the Constructive Questions tool, which helps you to uncover the employer's perspective and assess your fit for a job.

In chapter 3, you'll use the Mapping Your Experience tool to describe what you have done without using jargon, fifteen-minute explanations, or poor examples. It helps you translate your accomplishments into transferable skills so you can connect with a wider audience. Chapter 4 shows you how to network the right way to get the help you need using the Networking Quadrant tool.

Chapter 5 helps you identify what type of leader you are and what to do with that information by taking the Leadership Preferences Survey.

In chapter 6, we'll talk about cultivating your image and why it becomes increasingly important the higher up you go in an organization or social system. The Spheres of Influence tool helps you assess your level of influence today and provides a road map for expanding it over time.

And chapter 7 wraps up Part I by showing you how to use the Development Plan to grow in your current role.

Part II of the book discusses special considerations beyond the seven tools that are

critical to consider for career development. Chapter 8 covers making transitions. Moving from one industry to another is one of the most difficult situations people face; in that chapter we'll talk about specific strategies to handle that.

Finally, chapter 9 discusses the unwritten rules and obstacles faced by people of color and women as they rise through the ranks. They can't always play by the same rules as their majority and male counterparts. I try to tackle reality as it exists today, with the hope that this chapter will seem antiquated and unnecessary over time.

I've had the privilege to counsel so many people, from politicians to entrepreneurs, from artists to athletes, from executives to high school students. I'm pleased you've allowed me to be a part of your journey. So, let's get started.