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Become the CEO of You, Inc.: A Pioneering Executive Shares Her Secrets for Career Success

Susan Bulkeley Butler

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Susan Bulkeley Butler : Become the CEO of You, Inc.: A Pioneering Executive Shares Her Secrets for Career Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Become the CEO of You, Inc.: A Pioneering Executive Shares Her Secrets for Career Success:

1 of 1 people found the following review helpful. Great motivationBy lynnThis book has many useful instructions on how to better yourself and your career. It really motivated me in a time where I needed it and it's made me think

differently about how I present myself in business and in general. I did find some of the author's self-promotion came across too strong in some parts, but that's a personal thing. If you're stuck in a rut or looking for a promotion or career change, this is well worth the read.

How do you turn your dreams into reality? How do you make things happen for you, rather than let things happen to you? Don't be humble about who you are and what you are capable of. Stand tall and stand out. Be known. Be recognized as a leader, and most of all, know you are a leader," is Susan Bulkeley Butler's call to action for her readers to take responsibility for their lives. In this updated second edition of the best-selling *Become the CEO of You, Inc.*, Susan has provided strategies for improving your life and new techniques for advancing your career. The book is focused around her "Make it Happen" model, which is based on three decades of experience working with Fortune 500 companies. The steps include: Develop a clear aspiration for You, Inc.; build your board of directors; develop your plan to make your aspiration happen; and navigate your day-to-day journey. The second edition is completely revised and includes new topics such as: The importance of executive coaching; developing your image in today's world; taking a long-term view of your life and career; new opportunities for balancing career and family; use of social networking techniques; the good, bad and ugly; and preparing for promotion.

"Not only does Ms. Butler's book provide a cogent framework to prepare for and then realize, it is chock full of practical insights drawn from the author's own prolific career and personal accomplishments... I wholeheartedly recommend making Susan a member of YOUR (You, Inc.) advisory board."—Mark Zupan, Dean of the Simon Graduate School of Business, University of Rochester