

## **30 MILLION AMERICANS AREN'T SATISFIED WITH THEIR JOBS ACCORDING TO DECEMBER 2002 *USA TODAY* POLL**

### **SUCCESSFUL ENTREPRENEUR AND CONSULTANT THERESA SZCZUREK OFFERS SUCCESS STRATEGIES FOR A REWARDING BUSINESS AND PERSONAL LIFE IN HER NEW BOOK, PURSUIT OF PASSIONATE PURPOSE**

A recent *USA Today* poll conducted by the Society for Human Resource Management found that just 77% of U.S. employees report they are satisfied with their jobs. With over 125 million U.S. workers currently employed, it's fair to say that roughly 30 million people are not realizing their complete potential. What's more, most of the 300,000 U.S. businesses employing these workers are failing to capture the full benefit of a motivated, productive workforce.

In her new book **PURSUIT OF PASSIONATE PURPOSE: Success Strategies for a Rewarding Personal and Business Life** (Wiley; \$24.95; January 2005), Theresa Szczurek, draws on decades of experience in senior management positions at top flight companies as well as her own five-year research study following 80 individuals from all walks of life to reveal a proven action plan to achieve the real rewards of a fulfilling career – meaning, balance, peak performance, and financial results. Szczurek herself is her own best case study; after working as an engineer for Bell Laboratories, she moved into worldwide marketing for AT&T. Despite achieving an enviable reputation as a proven performer and being rewarded with ever greater responsibilities, Szczurek came to realize that her career was failing to nourish her internal sense of rewards: her need for purpose, meaning and connection in her life.

Like many of the subjects Szczurek interviewed for her book, the author embarked on a defined path of self-discovery, including strategies for personal growth and reflection as well as opportunities to reach out and partner with people who could help Szczurek move her business venture forward. The result: Szczurek co-founded, grew, and sold Radish Communications Systems – a company that increased the efficiency of telephone computer transactions – for over \$40 million in just six years.

Szczurek can discuss her proprietary 2-4-6 Rule, revealing the following steps she (and others whose stories appear in her book) have put into play to achieve highly rewarding personal and professional lives:

- **Two Steps:** 1) follow the process 2) apply success strategies
- **Four-Stage Process:** 1) know and nurture the person, 2) find passionate purpose, 3) pursue purpose, 4) assess progress.
- **Six Success Strategies:** 1) polarity – integrating disparate parts of the self and those of the world at large, 2) attraction – visualizing attainment of goals by thinking and feeling and taking action to bring those goals within reach, 3) persistence – dividing and conquering big goals piece by piece, 4) allowing – surrendering to process, 5) connection – establishing support system, and 6) pack – attending to the energizers and reducing impact of discouraging factors.

Szczurek's Technology and Management Solutions is a catalyst for extraordinary results, specializing in worldwide marketing, strategic planning, organization development and business consulting. Her clients include Storage Technology Corporation, University of Colorado, Saltwater Institute, Polish Chamber of Commerce, V-SPAN and many others. An award-winning speaker, management consultant, and catalyst, Szczurek has an M.S. in Operations Research from Stanford University and an M.B.A. and Ph.D. in Business Administration from the University of Colorado. A community leader, she works relentlessly for the advancement of the underprivileged.

We look forward to speaking with you about setting up an interview with Theresa Szczurek.