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Praise for **Pursuit of Passionate Purpose**

“Pursuit of Passionate Purpose is guaranteed to bring new energy and introspection to everyone. It will help you evaluate your current situation and ask yourself the hard questions that could lead you to a more fulfilling and passionate life both in and out of the office.”

Clair Beckmann, Regional President, JP MorganChase

“A ‘must-have’ for every personal library. With clairvoyance, the author builds on her own struggle toward success and couples it with research to put forth a sure-fire method for achievement available to anyone. Pursuit of Passionate Purpose charts the path to success in business or in life.”

Anne Steinbeck, Past President, The National Federation of Business and Professional Women

New Book Reveals the Path to Passionate Careers for a Nation Facing an Employment Crisis in a Sluggish Economy

PURSUIT OF PASSIONATE PURPOSE Success Strategies for a Rewarding Life

Theresa M. Szczurek, Ph.D.

In September 2004, the U.S. Bureau of Labor Statistics understated unemployment by 9.4 million workers according to the National Jobs for All Coalition. True unemployment is much higher than 5.4% or 8 million, a figure that ignores involuntary part-time workers who wanted but weren't able to get full-time employment, as well as other people who wanted jobs but were not actively seeking work, according to the coalition, which asserts that true unemployment actually stands at 11.4% of the labor force or 17.4 million workers. What's more a recent *USA Today* poll found that 33% of *employed* Americans, roughly 30 million workers, aren't satisfied with their jobs.

“It's fair to say that in this sluggish economy, unemployment is only half the story. Tens of millions of people in America today, employed and unemployed, have no idea how to even begin to find fulfilling careers and meaningful lives. Employers of these workers seek to improve

PURSUIT OF PASSIONATE PURPOSE Can Revitalize Workers and Businesses

productivity and generate superior results,” observes author and entrepreneur Theresa M. Szczurek, Ph.D.

In her new book, **PURSUIT OF PASSIONATE PURPOSE: Success Strategies for a Rewarding Personal and Business Life** (Wiley; \$24.95 hardcover/\$35.99 Canada; January 2005), Szczurek, a popular speaker and catalyst for extraordinary results, moves beyond resumes and cover letters to share the personal stories of successful individuals – including world marathon champion Mark Plaatjes, co-inventor of the baby carrier Margaret Hansson, Tom Chappell of Tom’s of Maine, and many others – and reveal the practices that have allowed these individuals to achieve their life goals. Drawing 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, Szczurek has pulled together a proven action plan to achieve the real rewards of a fulfilling career – *meaning*, *balance*, *peak performance* and *financial results*.

Like many of the subjects featured in **PURSUIT OF PASSIONATE PURPOSE**, Szczurek embarked on a defined path of self-discovery, which included a formalized process and strategies to promote personal growth and opportunities for reflection as well as defined efforts to reach out and partner with people who could help move her venture forward. Her disciplined approach paid off: 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 weaves her own story and those of other individuals to illustrate her logical framework for success and its guiding principles. The only guide to draw on original research, **PURSUIT OF PASSIONATE PURPOSE** shares Szczurek’s proprietary 2-4-6 rule, a methodical formula which when put into play and carefully followed helps readers understand more clearly who they are, what they really want, and how they can achieve it. What’s more, the 2-4-6 rule helps readers master and apply the following six success strategies to facilitate their own journeys:

1. *Honor the opposites in life and encourage dynamic movement between them.*
2. *Envision broadly what you want and, while being open to all possibilities, direct your thinking, feeling, and doing energy to attract it toward you.*

3. *Persist with enjoyment in the process, by dividing and conquering piece by piece until you reach your goal.*
4. *Surrender to and allow the natural flow of life without attachment to a certain outcome.*
5. *Make deep connections to the proper people and to the web of life.*
6. *Find out what energizes you and what discourages you. Bring the energizers along, and leave discouragers behind.*

Anyone seeking more clarity of purpose and passion in their professional or personal life will come away from Szczurek's **PURSUIT OF PASSIONATE PURPOSE** with a better sense of self, clarity, and an actionable plan for the life they want. Organizations, who gain a revitalized workforce when employee's passions are aligned with its purpose, will find this approach useful to its strategic planning, marketing, and organization development.

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PURSUIT OF PASSIONATE PURPOSE
Success Strategies for a Rewarding Personal and Business Life

Theresa M. Szczurek

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Theresa M. Szczurek, Ph.D., the catalyst for extraordinary results, helps organizations and people succeed by aligning their passions with purpose. An award-winning speaker, author, and consultant, she works with emerging and established firms worldwide in marketing, strategic planning, and organization development. This successful entrepreneur grew her technology-based company in just six years before selling it for over \$40 million. (Visit www.TMSworld.com or www.PursuitofPassionatePurpose.com)