



Announcing a New Book from Sara Canaday

YOU -- ACCORDING TO THEM

Contents

You -- According to Them deals directly with the “professional blind spots” and perception disconnects we all face as we navigate our career paths. Drawing on 20 years of corporate experience and research on this subject, Sara Canaday identifies and explores nine classic blind spots that can unknowingly sabotage the careers of even the most talented people.

- Don't Fence Me In
- Intellectual Snob
- Frozen Compass
- Dust in My Wind
- No Crying in Baseball
- Safety Patrol
- Faulty Volume Control
- Passion Pistol
- Perpetual Doer

Sara explains these fascinating blind spots using actual business case studies that bring these rarely discussed issues to life in a vivid and relatable way. She supports the analysis of each blind spot with a list of “quick fixes” for fast response, and she concludes with a customizable action plan to guide readers through long-term solutions.

About the Book

Every organization has them: the talented geniuses with all the right credentials who don't really seem to be going anywhere in their chosen careers. Sometimes that “talented genius” is us, and we are hard-pressed to understand what's blocking our ability to advance. In her new book, *You -- According to Them: Uncovering the blind spots that impact your reputation and your career*, Sara Canaday not only explains WHY smart people can end up with stalled careers, but also HOW they can fix the problems.

Featuring real-world examples and valuable insights, Sara's book is candid yet compassionate and packed with cut-to-the-chase nuggets of business wisdom for professionals at any stage of their careers. *You -- According to Them* also gives readers the tools they need to translate those insights into actions with real impact. Through every page, Sara Canaday clearly demonstrates how to leverage the perceptions of a great reputation into bottom-line success. For those who don't have their own personal career coach, this book is the next best thing!

Audience

Ideal for those who aspire to accelerate their careers and/or provide critical development guidance for their employees and teams:

- MBA/College Students
- Professionals at All Levels
- Targeted High-Potential Employees
- CEOs & Senior Executives
- Entrepreneurs & Business Owners
- Human Resources Specialists
- Executive Coaches & Consultants



***You -- According to Them:
Uncovering the blind spots that impact your
reputation and your career***
by Sara Canaday

Foreword by John Baldoni

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www.YouAccordingToThem.com

Categories: Career Management,
Personal Success, Leadership



About the Author

Sara Canaday is a recognized expert in leadership development with bottom-line impact at the corporate level. Specifically, she helps companies' high-potential employees integrate the elusive leadership skills that research now proves are critical for corporations to succeed.

As a compelling speaker, executive coach, and owner of the consulting firm Sara Canaday & Associates, she has a unique gift for connecting and communicating with her audiences to propel them from light-bulb-moment insight to strategic change.

To date, Sara has helped thousands of people to identify the professional blind spots that are preventing them from taking their careers - and their companies - to the next level. ***You -- According to Them*** allows Sara to share this highly relevant and beneficial message with a broader, more diverse audience.

"For leaders (current and future) who want to accelerate their careers, Sara's book is the next best thing to having your own career coach."

**John Baldoni — President of Baldoni Consulting LLC
Internationally Acclaimed Leadership Expert, Author and Speaker**

"Every day I see it... otherwise talented people with blind spots that keep them from being their best, and accomplishing all that they could in this life. This book is a timely piece of wisdom."

**Bob Beaudine
Author of "The Power of WHO"**

"Sara Canaday is really on to something here. She understands the issues leaders face and offers useful, practical advice to advance not only your career but your life."

**Sylvia Acevedo — CEO, CommuniCard LLC
Commissioner, President's Advisory Commission on Educational
Excellence for Hispanics**

"A thoughtful and insightful exploration of the notion of 'blind spots' and how they can impact your contribution in the workplace.

In particular, the real-life examples of each blind spot resonate in a clear and compelling way with my 35 years of work experience. Well done, Sara!"

**Douglas R. Conant — Former President & CEO, Campbell Soup Company
New York Times Best-Selling Author of "TouchPoints"**

"Sara's book is a must-have for career professionals, especially for those managing across teams. Her vignettes make workplace self-awareness more accessible, offering actionable solutions to individuals who recognize barriers in moving to the next level in their careers."

**Stacey Rudnick — Director, MBA Career Management
McCombs School of Business, The University of Texas at Austin**