

MEDIA KIT



Author Bio

Book Bio

Testimonials

Target Audience

Book Excerpt

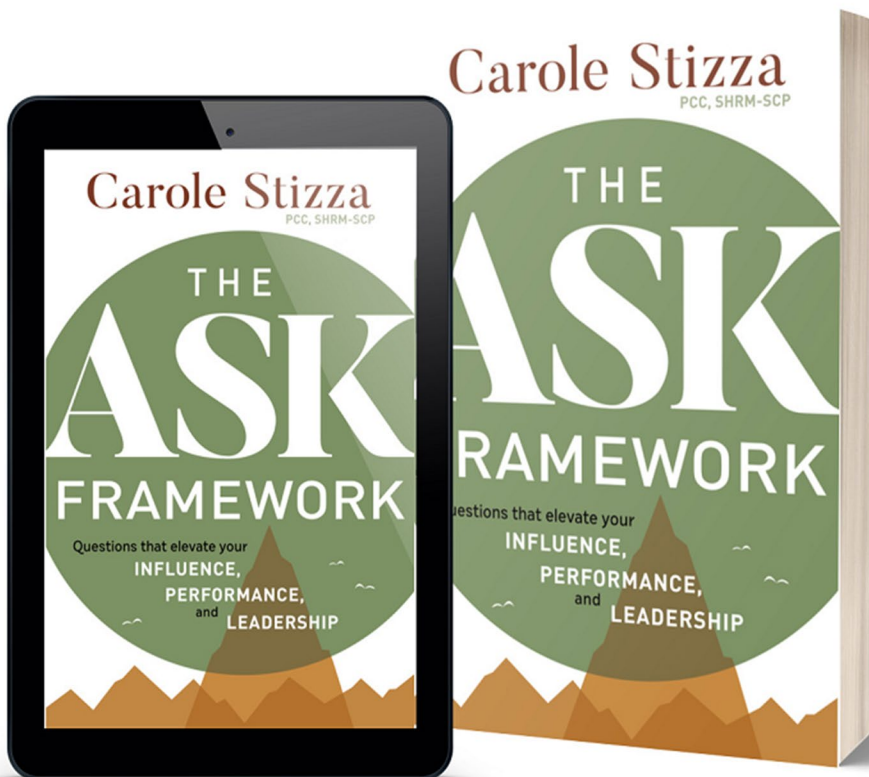
Interview Questions

Story Ideas for Reporters

Downloadable Author

and Book Photos

Contact Author



Author: Carole Stizza PCC, SHRM-SCP

Category: Business Leadership

Print ISBN:978-1-68314-838-8

Publisher: Redemption Press

Genre: Non-Fiction –

Business Development

Self-Improvement

Non-Fiction Sub Genres

Self-leadership

Professional Development

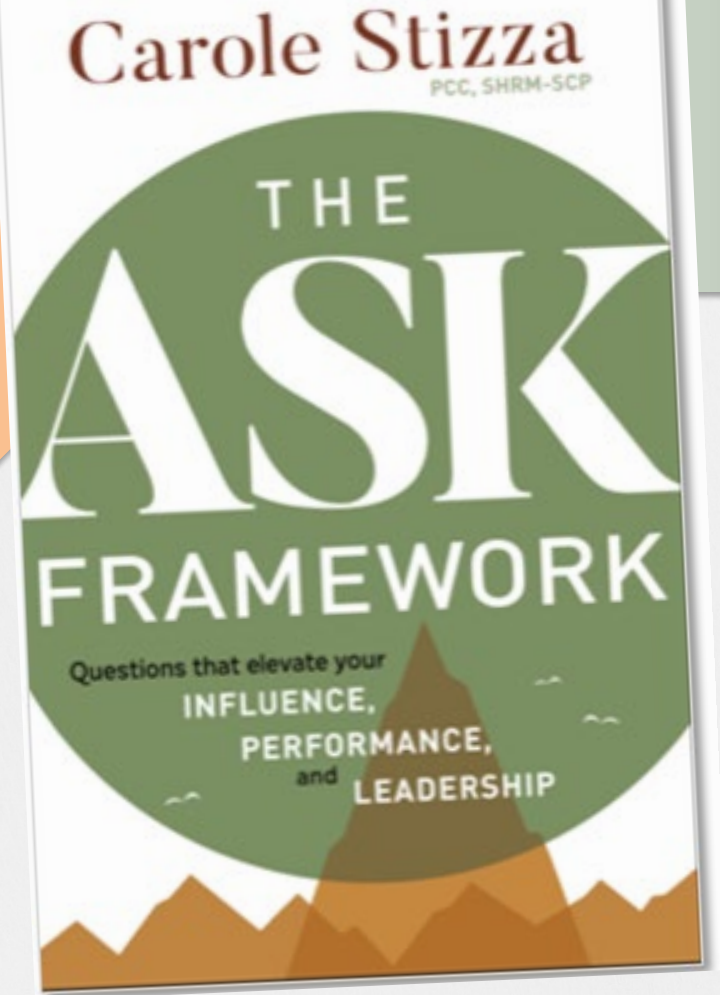
Author Bio



Carol Stizza - PCC, SHRM-SCP

Carole Stizza writes with the goal of empowering her readers to embrace their own unique individuality and to communicate how much they value others. Success at work depends on it.

She is a contributing author to *Compassion @Work* and *Coach Wisdom*, volume 1, and she pulls from a rich career in human resources, executive coaching, and supporting a military family across the US for twenty-six years. She holds a masters in applied industrial organizational psychology from Colorado State University.



Book Bio

When you find out the behaviors and actions you offer that others brag about, these are the very things you DO NOT HAVE TO CHANGE about yourself.

If you've ever been on the receiving end of a performance review, you're well aware that the evaluation can be more negative than positive and can leave you feeling unmotivated and dejected.

But be prepared to turn the tables in your favor! In *The ASK Framework*, executive coach Carole Stizza walks readers through how to gain positive, productive feedback from their supervisors, coworkers, and team members. With the right kind of responses, you can understand your strengths and discover your talents, leading to a better job performance, more focused leadership, and greater career success.

Through personal illustrations and real-life examples of employees and supervisors who have put Carole's techniques into practice, you will learn to

- ask questions that trigger responses that note your gifts and talents;
- control the negative and poorly delivered feedback;
- position yourself to avoid paralysis associated with bad news;
- revel in the value you bring to your workplace.

In an era in which many work virtually and struggle with insecurity and feeling invisible, this book offers a simple framework to find the very information that will help you gain critical information on your performance at work. You'll be encouraged to celebrate your gifts and who you are and will acquire the tools to step into being your best self—at work and at home.



Testimonials

Jane White
Controller – Lea + Elliott, Inc



As a manager, one of the most challenging tasks is to hire, retain, and develop quality employees. Some of my team and I are not co-located, which changes the way I observe and interact with them. I have always approached the annual performance review process with little enthusiasm—until this year. Thanks to Carole Stizza’s Ask Framework, the performance review conversations yielded quantifiable, actionable information. More importantly, the Ask Framework helped me coach my team to articulate what they value about their roles and explore their career development and aspirations in a more meaningful way.

Using the Ask Framework I was able to frame a question that revealed my staff’s unique perspectives and identify their motivations and values. Based on the results of the review process this year, I look forward to the opportunity to redefine roles, rebalance workloads, and cultivate my team members’ unique skills and talents.



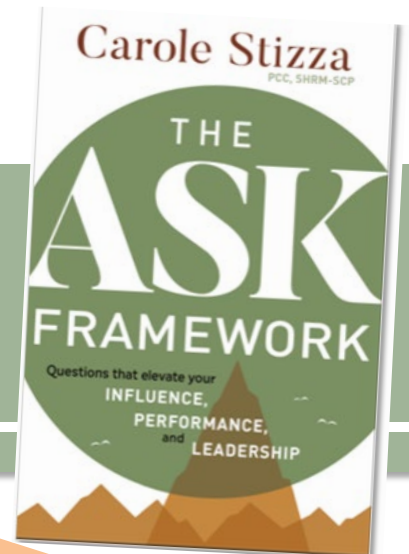
Sam Russo,
Senior HR Manager, Peraton

Carole is a consummate coach and an articulate presenter. She exudes such confidence and energy that keep her listeners stimulated and engaged. Carole has conducted at least 3 leadership development seminars for my organization, and we always come away learning something new. I highly recommend Carole to any organization that is seeking to grow their team’s managerial and/or leadership skills. I greatly look forward to having Carole come back to present again soon.

WHO SHOULD READ



- Emerging leaders
- Business Leaders
- Executives
- Professionals
- Those who value self-leadership at work.
- Marketers



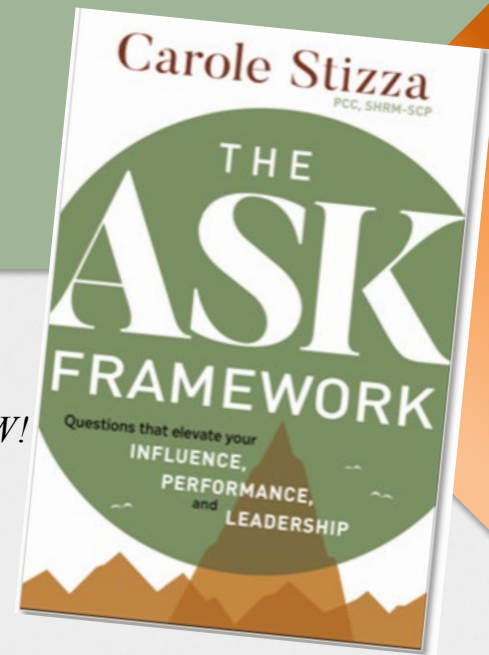
Target Audience

- Professional Development
- Teaches the benefits of "Feedback" conversations.
- Gain a network of people invested in watching your efforts with your success in mind.
- Offers a paradigm shift from a typical negative to incredibly positive experience.



BOOK BENEFITS

Book Excerpt



Then my gut started to talk—as loud as a banging drum. The overwhelming screaming from my gut said *QUIT NOW!* *Politely put in your two weeks' notice and turn this into an exit interview. NOW! Get the right attention of how badly this all went and MOVE ON!*

As I drove home, I took stock. It was clear to me that I either didn't know my value or had forgotten my value and had definitely forgotten how to vouch for myself when the time was needed.

Most of us are functioning off limited information, limited ways to get the right information, and outdated habits that keep us playing small.

Do we falsely think that knowing what we do right, what makes us special and unique, would suddenly deny us the humility we find valuable? If so, we are wrong! We all need to find out what makes us unique, how we are divinely made, and what helps us stand out in the crowd from others.

If the pain points people experience result in the first question being, “What do I need to change for my life to get better?” You are asking the wrong question.

Your own Superhero Powers are made real by how they are seen by others.

When any information is given that feels like feedback, the person with the power within that conversation is not the person providing the information—it's the receiver.

“People want so desperately to matter, and yet they measure themselves by things that don't.” - Author and Media Strategist Ryan Holiday

Speedbumps never stop a car; they just provide a good reminder of what to get over.

The most positive thing we can do in this world is to positively build up another.

Interview Questions

1

What about your initial experience still keeps this idea of *Asking* fresh for you?

2

In culminating your career experiences, where would *Asking* have changed the outcomes?

3

When coaching leaders, what do you find they want to ask the most?

4

When coaching mid-level leaders, do they want to ask different questions than their leaders?

5

What do you feel is the biggest challenge in putting this *Ask* framework to use?

6

Why does *Asking* for positive information matter so much?

7

If there was one thing you would like people to try first, what would that be?

8

Can you give a personal example of asking for information that, when received, surprised you?

9

You offer the story of when you first experienced the benefit of this framework, I think you were 6.

10

The stories you share in the book about employee experiences, are those real stories?

11

What was the most surprising data you learned that catapulted you to write about this topic differently?

12

Why do you think people prefer to ask for 'ways to improve' rather than what they are already do well?

13

Can you share a tip of how to minimize getting unexpected negative information – whether you ask or not?

14

What made you think to include a chapter on using this with your family and kids?

15

This book feels like the first step in really getting this idea into practice, how has this information been received?

16

What have been some of the surprising results people have reported back to you?

17

How has this idea and information changed the way you step into conversations yourself?

18

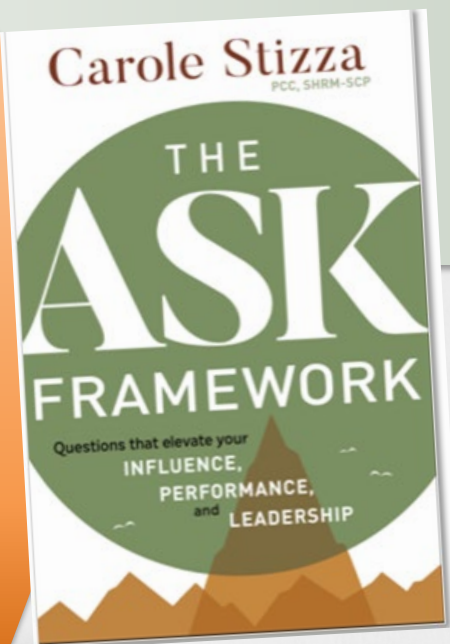
If you could sum up this book in a few words, what would those words be?

19

Now that this book is being launched, what's next?

20

How can our audience get this book and get in touch with you?



Story Ideas for Reporters

- 1.** What I learned at six that I am just now putting to use.
- 2.** Why asking 'why' won't deliver the right information.
- 3.** How school set me up to fail at work.
- 4.** What four things are needed to build a great conversation.
- 5.** How research on feedback turned my life around.
- 6.** What is it about the negative that we want more than the positive?
- 7.** How gaining positive information makes you more creative.
- 8.** How to turn the performance review into a better conversation.
- 9.** How to get the right information now ~ even though the performance review is a year away.
- 10.** How waiting in a waiting room relates to your career.
- 11.** How asking for 1 thing can change everything.
- 12.** The three words that have changed the way I speak to others for better outcomes.

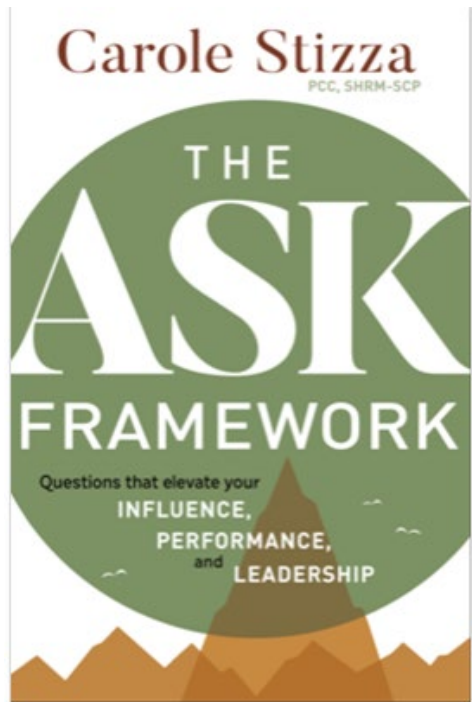
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