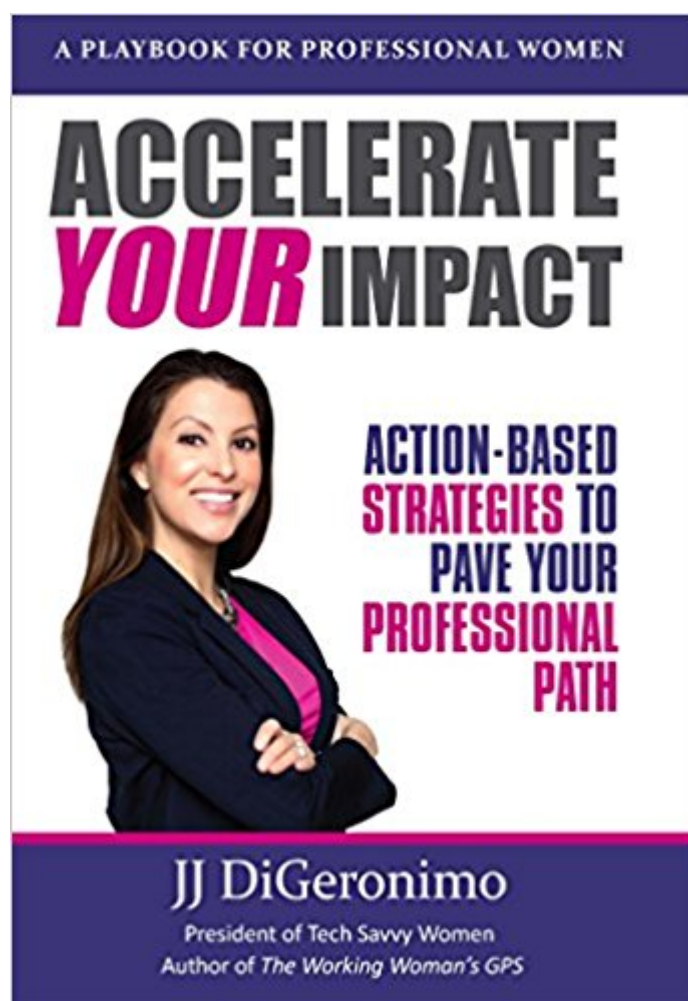


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# Accelerate Your Impact: Action-Based Strategies To Pave Your Professional Path



## Synopsis

Many professional women aspire to advance their career. Yet many encounter a sea of obstacles because they don't have "the playbook" to navigate corporate cultures and organizational landscapes. With more than 20 years' experience in the tech industry, JJ DiGeronimo is no stranger to navigating the twists and turns of moving from entry-level positions to leadership. She's learned firsthand that securing that next position, a board seat or even starting a new initiative often requires women to enhance their relevance, establish new sponsors and expand their network. In *Accelerate Your Impact: Action-based Strategies to Pave Your Professional Path*, JJ offers a series of proven initiatives that high impact men and women leverage to accelerate their professional paths. You'll learn: Strategies for maneuvering the professional landscape to foster future opportunities. Skills to minimize or even avoid common career pitfalls. Approaches to identify and tap into your career sponsors. Techniques to select & participate on boards. Through personal anecdotes, examples and stories from those who have stumbled, fallen and succeeded, JJ shares this playbook for professional women with specific actions to maximize their talents and make their professional goals a reality. WINNER: Axiom Book Awards for Women in Business - Diversity Book Winner for 2017 WINNER: 11th Annual National Indie Excellence Awards (NIEA) FINALIST: 2017 Eric Hoffer Book Awards FINALIST: National Indie Excellence Awards (NIEA)

## Book Information

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## Customer Reviews

JJ DiGeronimo, president of Tech Savvy Women, is one of the most highly regarded speakers,

authors and executive strategists to attract, retain and advance professional women in technology and related fields. Through her keynotes and executive sessions, JJ shares effective leadership and inclusion strategies to retain and develop diverse talent. Her work is featured in Forbes and The Wall Street Journal, along with many other publications. JJ began her career designing computer infrastructures for Fortune 500 companies after graduating with a computer information systems degree in 1995. She stays involved with emerging technologies, as she is a strategic adviser to venture capitalists, investment teams and executives as it relates to routes-to-market and repeatable revenue streams. With 20 years of experience in high tech, JJ advanced from entry-level technology positions into leadership positions within Silicon Valley-based technology companies. Recently, JJ completed eight years at VMware, where she focused on data center technologies: cloud computing, virtualization and SDDC. JJ is now a featured columnist for Smart Business, a regular guest on TV and radio shows and a speaker for many corporate events including , Ingram Micro, RIT, Cisco, Sears Holding Co., Clemson University, Symantec, VMware, Grace Hopper, KeyBank, EMC and many other organizations. She includes these experiences along with hours of leadership research in her book, *The Working Woman's GPS*. She also contributed to the book, *The Confident Woman: Tapping Into Your Inner Power* and hosts regular videos on TechSavvyWomen.TV. Throughout her career, JJ has made a positive impact within the technology industry. Her accomplishments and contributions include: Top 100 Women Visionary Leaders To Watch In 2016, Innov8tiv, 2016 JumpStart board member, nonprofit Accelerator for High Growth Companies, 2015 Strategic adviser for STEMPoweredKids, CoolTechGirls and Her Ideas in Motion, 2014 Initiated \"What DO Women in STEM DO?\" video channel, 2013 Named to Top 25 People in Technology by Inside Business, Cleveland Next Generation Indie Book Award for *The Working Woman's GPS*, 2011 Co-creator of Diversity Corporate Initiative Women on Purpose at VMware, to empower and advance women in the technology industry, 2009 Launched Tech Savvy Women, an experienced network of women in tech and related fields, 2008 Innovation Award from the Small Business, 2005 Entrepreneur Magazine featured her company, TechStudents, the largest database of technology graduates from 300 colleges and universities, 2004 Tech Savvy Women: Experienced Women in Tech, Creating a Competitive Advantage Tech Savvy Women LLC is a firm that works to attract, retain, celebrate and promote experienced women in technology and related industries. Since its inception, Tech Savvy Women has hosted hundreds of events for professional women in technology. Additionally, the company facilitates recruiting and retention sessions for executives and organizational leaders looking to interlock their diverse talent with business value. Tech Savvy Women members share a wealth of knowledge, experience and value with thousands of Women in

Tech representing various industries and technical disciplines.

I really enjoy JJ's writing style - she strikes the right balance between woo-woo concepts like projecting the right energy and very actionable and strategic steps to advance your career. The book has worksheets and some really thought provoking material - it's something you can go back to time and time again. The chapters stand alone so you can pick up wherever you like. If you feel stuck in your career, this is a must read.

Something for everyone. Whether you are settled, searching or swimming upstream in a new job, JJ shares lots of realistic insights on how to invigorate and navigate your career. This book should be savored. If you can't read it over a couple weekends, pen and paper, or a "to-do" list in hand. You will find multi-layered breadcrumbs to additional sources, and if you don't have time to track them all down, JJ shares the highlights on the page. What I loved best was her approach to the advice we are not all in the same place or on the same path, so you will find multiple approaches to each suggestion. JJ does what the best coaches do - she gives you the critical questions you need to answer to create your own authentic path.

JJ-Your book was great- insightful, inspiring, yet quick,easy to read. I gained a great deal of insight, despite it being geared for women with more experienced careers. I feel grateful to have (finally) read this book during my current rotation (vs when I purchased it) because I feel under utilized, bored in my current role.I really enjoyed reading about your sweet cleaning lady, Chris, and how L&L enjoy the mentoring chart. You've communicated some great messages. Thanks for sharing all of the stats, facts, and tips. Above all, thanks for writing a great book!- Emily B.

This book is so incredibly helpful!!!! I needed this to assist with my future career plans! JJ is an amazing author..I have both of her books and reference them often before an interview or networking event!! If you haven't read this book, you need to! You will be so glad you did!

JJ really knocks it out of the park with this one! As a stay at home mom for 16 years and now starting back into the career field, I feel this has been a perfect fit to help me navigate my career path. Her experience and insight has given me a playbook on how to succeed. Thanks JJ!

ACCELERATE YOUR IMPACT is my new bible. Not kidding. I'm using this as my guide right now because I'm so damn STUCK in my career (or lack there of). JJ's voice is clear and gets to the point. This book is finally EMPOWERING me to make real changes. I hear the word "empowerment" used all the time right now, but I find that many times it's just fluff that sounds nice with ZERO substance to truly empower any woman, man or child to do anything other than feel validated. JJ makes me feel like I can and SHOULD do something about my situation. I'm not even in tech, I work in the illustrious entertainment industry as a FREELANCE (aka modern-day slavery) Reality TV Producer. Despite almost exclusively working for the same company for the last 5 years and ALWAYS getting praise for a job well done, I have been stuck at the same rate for FOUR years. I am 38 years old and I feel like i've spent the last decade, attempting to build a career in a cut-throat, male-dominated industry, while driving full speed into a BRICK WALL. At the same time, I'm exhausted bc I am in the trenches and busting my tail on a daily basis. At the end of the day, I want to change this and I want to change that, but I usually just go to bed and do it all again the next day. How do I know ACCELERATE YOUR IMPACT is working? I'm doing things I have never done before, but always kind of thought I was doing... like networking. Honestly, I was mentoring millennials left and right and this book has helped me realize - I need mentors too! And as I started to reach-out to EVPs and Executive Producers, I realized, Holy S, I've never really done this and followed through with people I admire. Last week, I initiated and hounded a very intimidating EP, to let me bring her coffee. I could tell in her emails that she was like...ugh, sure. She spent over an hour with me and gave me honest, valuable feedback on our wack-o industry. I first encountered JJ when looking for dynamic leaders and entrepreneurs to join the show "Cleveland Hustles" (LeBron James). SHE IS THE REAL DEAL. What do I mean? She has lived everything she's encouraging her readers to do and she listens and digs and cares #SINCERE. Bottom line: JJ is a visionary and this book is a GAME-CHANGER for any woman feeling stuck in her industry. xo

My husband bought the book...I read it. So, this is actually a post by Debi Easterday. This is the autobiography of most professional women that I know. Accelerate Your Impact resonated with me in a way that forced me to take a serious look at how I have been living the entirety of my professional life. Apologizing. Self-sabotaging. Overcompensating. This is a book for those who have big dreams and a million little excuses why they will never come true. It is a guide to self-efficacy, to digging your path to greatness to engaging with other women so that we might find collective power in a true sense of unity. I will make my daughter read this book before she begins her professional career path so that she can potentially avoid the same pitfalls that have kept me in

"my place" for way too long. Thank you for your words, your work and your inspiration, JJ. Can't wait to read more of your work.

Easily maps out a plan for success!! Need I say more!? Just finished reading and now I am READY TO ROCK! Highly recommend for anyone looking to sharpen their angles and perfect their professional path.

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