



○ CORPORATE MEDIA PRESS KIT ○ Company Bio

Meet Tamara S. Raymond

Founder & President of Innovative Management Consulting

Tamara S. Raymond is a certified leadership coach, career strategist and award-winning author. Her organization, Innovative Management Consulting (IMC), is committed to professional, career and leadership development for adults and emerging leaders; as well as guidance for teens in determining their career paths.

Ms. Raymond's 15-year professional tenure has featured leadership, career and executive coaching; corporate management consulting; serving as an HR subject-matter-expert and organizational change leader; educational speaking; and authoring *Careering: The Pocket Guide to Exploring Your Future Career* (Morgan James Publishing, New York, NY, November 2017).

As a leadership and career coach, Ms. Raymond's philosophy and approach are to support individuals in merging personal interests and skills to benefit their individual growth while supporting organizational goals. Likewise, her seasoned management consulting has offered employers over a decade of experience in supporting, motivating and challenging employees to excel in their current roles. She believes businesses perform at their peak only when the workforce's individual passions, interests, aptitudes and career goals are aligned with the company's vision and objectives.

Ms. Raymond's unique perspective is further enhanced through specialized HR expertise in leadership and organizational development; managing full lifecycle recruiting; establishing and launching successful programs and practices; and increasing productivity and organizational effectiveness.

She continues to partner with a diverse range of clients, from business owners, employees, executives and corporate teams; to adults, students and young leaders. These clients span a wide array of industries at all organizational levels, including accounting; art and interior design; coaching; education; engineering; finance; human resources; industrial and utility services; non-profit; and IT, to name a few.

In 2017, Ms. Raymond focused her passion for coaching, mentoring and empowering youth with the release of her critically acclaimed and award-winning book *Careering: The Pocket Guide to Exploring Your Future Career*. This title weaves together her extensive career experience, academic journey and passion for coaching-mentoring youth to share knowledge with teens and young adults. Its goal is to offer them unique insight into how to excel both academically and in their chosen profession through awareness of their goals, interests and talents, in a purposeful and focused way.

Her hands-on expertise is complemented by a Master of Arts in Organizational Sciences and Graduate Certificate in Leadership Coaching from The George Washington University; and certification in The Birkman Method®. In addition, she received a Bachelor of Arts in Psychology, with a Minor in International Relations, from Lawrence University in Appleton, WI.



◦ CORPORATE MEDIA PRESS KIT ◦ Company Backgrounder

Innovative Management Consulting

Since its inception in 2006, IMC has successfully partnered with aspiring individuals to tap into and enhance the leader within. The organization is committed to leadership development and executive coaching for adults and youth through one-on-one coaching engagements; leadership development programs; behavioral assessments; online courses; and other award-winning resources.

IMC focuses on both seasoned executive and professional leaders, as well as emerging young leaders. Clients represent a diverse range of employers, employees, executives, corporate teams and business owners; as well as individuals, professionals, students and young adults—both in and outside the US.

Executive and Professional Leadership

Led by Founder and President Tamara S. Raymond, the organization supports, motivates and challenges inspired leaders, mid-level professionals and senior executives in enhancing their performance and exceling in their current roles for small to mid-sized businesses and employers.

IMC's unique perspective comes from understanding that businesses and employees thrive only when both an individual's passions, interests, aptitudes and career goals, and a company's vision and objectives align well. IMC broadens its focus by also collaborating with individuals who seek to identify and apply their leadership strengths within their everyday personal lives. The end-goal centers on helping clients develop and enhance sound, emotionally intelligent leadership in both professional and personal areas of their lives.

Emerging Youth Leadership

IMC actively facilitates and encourages leadership within teens by guiding them in exploring and understanding their unique strengths and interests. The signature Careering process was designed to foster accountability, responsibility and self-discovery and offer young people self-guided opportunities to:

- Define what they want to do with their future
- Identify viable and suitable internship and career opportunities
- Contribute to community, allowing for emotional as well as professional growth
- Make a difference and serve as contribution, using their unique interests, strengths and burgeoning skills

The Careering for Youth initiative launched in July 2017 with the release of the *Careering: The Pocket Guide to Exploring Your Future Career* (Morgan James Publishing, New York, NY, November 2017) e-book followed by the paperback that November. Within its first month out, the e-book garnered recognitions as the Amazon.com #1 New Release in Career Counseling and #1 in Vocational Guidance for Youth; as well as a 4.9 out of 5 rating resulting from dozens of reviews.

To date, the Careering for Youth initiative includes the award-winning paperback, e-book and audiobook; the online downloadable course; blog-post articles; and soon-to-be launched vlog series on YouTube.

Corporate Social Responsibility

IMC's mission is to create highly effective, emotionally intelligent leaders who make a difference in the world through their contribution. Likewise, IMC seeks to work with and support businesses that foster a culture of



◦ CORPORATE MEDIA PRESS KIT ◦ Company Backgrounder

giving through key business partnerships. IMC's corporate social responsibility engagements and efforts include the following:

- Participation in Morgan James Publishing's giving initiative to Habitat for Humanity, with a percentage of all book sales donated.
- *Careering* book donations to schools in underprivileged areas in the US and in other countries.
- Pro-bono coaching for individuals in financial need.
- Participation in The Wellspring, a virtual space for women and girls, dedicated to furthering goodness in the world by inspiring and empowering the brilliance within.
- Support of QM3 Utility Services' commitment to providing opportunities for underprivileged individuals, including flexible work schedules or scholarships for those going back to school to complete their GED or college degree.
- Support of the United Nations World Food Programme, the largest humanitarian organization, addressing hunger and promoting food security for an average of 91.4 million people in 83 countries annually.

The Story Behind the *Careering* Book

The inspiration for writing *Careering: The Pocket Guide to Exploring Your Future Career* stemmed from Ms. Raymond's desire to help young adults avoid the career traps she fell into. She was once one of those high school students who struggled to figure out their college and career moves. She understood that a resource like *Careering* could have put her on the right path from the start—saving years of questions, indecisiveness and worry.

Her professional journey is further proof that figuring out the right career path leads to success and happiness. With the launch of *Careering*, she sought to help teens get on that path as quickly as possible and to live inspired, empowered lives.

Since its release in 2017, the book continues in its fast-growing sales. It also has been well-received by educators, guidance counselors, parents and students alike. For more information, visit www.TheCareeringBook.com.



◦ CORPORATE MEDIA PRESS KIT ◦ Company Backgrounder

Media Appearances and Speaking Engagements

- *The Daily Huddle with Saurel Quettan and Giovanni Gonzalez*, Podcast, July 2020
- *Write Your Book in a Flash with Dan Janal*, Podcast, July 2020
- *Inside Personal Growth with Greg Voisen*, Syndicated Podcast, November 2019
- *The Total Education Hour with Neil Haley*, Syndicated Podcast, November 2019
- *School for Startups Radio with Jim Beach*, Syndicated Podcast, November 2019
- "Who Are You Talking to? Networking as Part of Everyday Life," The George Washington University, GWebinar, November 13, 2018
- Ocala Live!, WOCA - The Source Radio, Ocala, FL, November 2019
- 18-Station National Radio Show Tour, October 31, 2019 and November 4, 2019
- Guest Speech, "Identity and Career Exploration" Event, Lawrence University, Appleton, WI, February 1, 2018
- "How to Invest in Yourself," *Coast Live Morning Show*, WTKR News Channel 3, January 25, 2018
- "Turning Your Passion Into a Career," *Another View Radio Show*, 89.5 WHRV-FM, January 19, 2018
- "Careering," *The Wil LaVeist Show*, 88.1 WHOV-FM, November 1, 2017

Feature Articles and Press Hits

- The article entitled, "Career Exploration Course Helps Teens, Youth Avoid Career Traps Early On, based on the award-winning book, by Tamara S. Raymond, 'Careering: The Pocket Guide to Exploring Your Future Career'," appeared the week of November 10, 2020 in multiple US and global media outlets such as online business and trade publications; digital magazines; broadcast media and local affiliate tv stations. They included features in Yahoo! Finance; Dow Jones' MarketWatch; Benzinga; Spoke; Ask.com; and local NBC, CBS and Fox affiliates.
- The article entitled, "To Move Up in Your Career, Avoid These Leadership Traps Like the Plague, Says Leadership Coach Tamara Raymond," appeared the week of October 15, 2020 across 100+ US and global media outlets consisting of online business and trade publications; broadcast media and local affiliate tv stations for NBC, CBS and Fox. They include Yahoo! Finance; Dow Jones' MarketWatch; Morningstar; Ask.com; Latin Business Today; The Chronicle Journal (Ontario, Canada); and T.U.B Investing (Singapore).
- "5 Tips to Safeguard Against Burnout," TD Magazine, October 2020
- "The Interview Dance May Be Your Date with Work Destiny" Expert Column, Inside Business Daily Press, August 2020
- The article entitled, "The Interview Dance May Be Your Date with Work Destiny, Says Career Coach and Award-Winning Author Tamara S. Raymond," appeared the week of June 25, 2020 in over 115 media outlets and online publications, consisting of newspapers; broadcast media and local tv stations; as well as financial, business and niche news services. They include Dow Jones' MarketWatch; Black Enterprise; Morningstar; and CBS affiliates, among others.
- The article entitled, "To Get Ahead in Your Career, Share the Credit, Says Career Coach and Award-Winning Author Tamara S. Raymond," appeared the week of May 14, 2020 in 130+ media outlets and online publications, consisting of newspapers; broadcast media and local tv stations; as well as financial, business



○ CORPORATE MEDIA PRESS KIT ○

Press Release

and multicultural news services. They include local NBC, Fox and The CW affiliates; Latin Business Today; Yahoo! Finance; Dow Jones' MarketWatch; and Ask.com, to name a few.

- The article entitled, "Pandemic Job Search Tips: Career Coach Tamara S. Raymond Offers Pointers," appeared the week of April 28, 2020 in over 120 media outlets and online publications globally. They include NPR's Marketplace; local NBC and Fox affiliates; Yahoo! Finance; Dow Jones' MarketWatch; and Ask.com; as well as Latin publication Telemundo and Finanzten.net in Germany and Switzerland.
- The article entitled, "College Scholarships: High School Students Should Apply Early and Often, Says Career Coach and Award-Winning Author Tamara S. Raymond," appeared the week of October 1, 2019 in 126+ media outlets and online publications globally, comprised of business and financial news services across the US, as well as those in Canada and Germany.
- The article entitled, "How to Survive Your Freshman Year of College: Tips from Careering Expert Tamara S. Raymond," appeared globally the week of September 4, 2018 in over 200 broadcast media and press outlets; as well as picked up by parental and other blog influencers. Publications include Markets Insider; Dow Jones' MarketWatch; Global Advisor (Canada); and Finanzten.net (Germany).
- "Career Expert Tamara S. Raymond—Author of Careering—Shows How High School Students Can Prepare for Their Careers," appeared the week of May 1, 2018 in over 219 media outlets and online publications across the US, consisting of newspapers; broadcast media and local tv stations; as well as financial and business news services. They include 30+ editions of The Business Journals and 30+ local tv and radio stations; plus The Boston Herald; The Business Times; Business First; Yahoo! Finance; and Dow Jones' MarketWatch, among others.
- The article entitled, "New Career Book from Executive and Leadership Coach Tamara S. Raymond," appeared the week of November 14, 2017 and was featured on more than 200 media outlets across the US that include online publications; digital newspapers; broadcast media; local tv stations; and financial and business news services. Among them were 25+ editions of The Business Journals, and close to 100 local tv and radio stations; as well as The Business Times; Business First; Yahoo! Finance; and Dow Jones' MarketWatch.
- "The Recipe for Finding the Right Career" Expert Column, Inside Business - The Hampton Roads Business Journal, November 2017

Article Reprints & Online Mentions

- "To Move Up in Your Career, Avoid These Leadership Traps Like the Plague," Greater Phoenix InBusiness, October 15, 2020
- "To Get Ahead in Your Career, Share the Credit, Says Career Coach and Award-Winning Author Tamara S. Raymond," HRTechSeries, May 18, 2020
- "Pandemic Job Search Tips: Career Coach Tamara Raymond Offers Pointers," NewKerala.com, August 12, 2020
- <https://plainsmanpress.com/2018/10/01/survive-freshman-year-with-helpful-advice/>, The Plainsman Online, South Plains College, Levelland, TX, October 1, 2018
- <https://goodlifedetroit.com/tips-helps-high-school-students-prepare-for-college/>, Good Life Detroit, A Detroit Lifestyle Blog with Jennifer Hamra, May 16, 2018
- <https://trove.nla.gov.au/version/264893530>, Trove - National Library of Australia, Canberra, Australia, 2018



**The Interview Dance May Be Your Date with Work Destiny,
Says Career Coach and Award-Winning Author Tamara S. Raymond**

(Page 1 of 2)

NEWPORT NEWS, VA, June 25, 2020—"We're often told how to prepare for an interview—how to wear our hair, what clothes to don, how to behave, and how to answer questions. What we're not always told is that the interview is a two-way dance," says career coach Tamara S. Raymond, author of the award-winning book *Careering: The Pocket Guide to Exploring Your Future Career* and creator of *Careering for Youth: The Online Coaching Edition*.

Raymond advises that while the interviewer will be prepared to pepper you with questions, you should come to the table with some of your own.

"Kind of sounds like a date, doesn't it? Well, the interview just might be your date with work destiny, so be prepared," Raymond says.

Here is Raymond's take on how to interview correctly: First, she states, your "interview" of the company should begin before you set foot in the office to make your case for the job. She advises that you start by learning everything you can about the organization.

To do that, Raymond says you should:

- Check out the company's website.
- Check out the company's employee and customer reviews on the web. Google "employee reviews" and/or "customer reviews" along with the company's name.
- Research any articles that may have been written about the company or any TV or radio segments.
- If you know someone who works for the organization, set up a phone call or a lunch date with them and, with their help, a few other employees, to learn more about your potential employer.

Use your research, Raymond says, to find out about the:

- **Environment.** Is the workplace competitive or team oriented?
- **Support.** Do new workers get support from their boss and coworkers, and if so, what does that support look like?
- **Work Pace.** What does the work really look like on a day-to-day basis? Are you expected to work on multiple projects or generally one at a time? Does the job involve a lot of juggling most of the time or some of the time?
- **Pay.** What does the pay generally look like for employees? What is considered a typical salary or hourly pay for someone in the position you're seeking? How often does the company give raises, and what is the typical range?
- **Advancement.** What is the prognosis for advancement? How often do employees typically get promoted?

"If you can't snag a conversation with employees in advance of your interview, you may be able to speak with them while you're on the premises for your big day," Raymond states. "White-collar jobs may build in a lunch



Innovative
Management
Consulting

○ CORPORATE MEDIA PRESS KIT ○ Press Release

The Interview Dance May Be Your Date with Work Destiny, Says Career Coach and Award-Winning Author Tamara S. Raymond

(Page 2 of 2)

or other meals expressly to give you time to speak with employees to learn more about the organization. This is a great sign about the professionalism of the company and its desire to not only fete you but to impress you too.”

When you’re in the interview, Raymond says, “Trot out some of the cool facts you’ve learned about the organization. Impress the interviewer with your knowledge of things such as the history of the company, the accomplishments of a particular department, and the former employees who have gone on to become stars in business. Your knowledge of the organization shows the employer that you’re interested in and intrigued by them just as much as they are interested in and intrigued by you.”

Learning about the employer in advance of the interview, Raymond says, may not only make you more impressive to them, but what you find out may also help you conclude that the organization is not for you. For instance, if it’s all about juggling multiple assignments a day, and frankly, you’ve never worked well like that, then finding this out may help you determine that you might not work well at this company.

“Prior to your interview, select the proper suit and the nicest shoes and come armed with information about the company too. Just like in a marriage, you don’t want to sign on the dotted line until you find out you’re compatible. Remember, in so many ways, *careering* is just like life,” says Raymond.

###

About Tamara S. Raymond

Tamara S. Raymond is a certified executive leadership coach, career strategist and president of Innovative Management Consulting, a executive and leadership consulting firm. She is also the award-winning author of *Careering: The Pocket Guide to Exploring Your Future Career* and the creator of *Careering for Youth: The Online Coaching Edition*. You can learn more about her at www.imcleaders.com and contact her through the website.

Contact Information:

Name: Tamara Raymond

Phone: (404) 530-9233

Email: traymond@imcleaders.com



○ CORPORATE MEDIA PRESS KIT ○

Press Release

To Get Ahead in Your Career, Share the Credit, Says Career Coach and Award-Winning Author Tamara S. Raymond

(Page 1 of 2)

NEWPORT NEWS, VA, May 14, 2020—To advance in your profession, you need to outshine others, win top prizes, and exceed expectations.

“In addition to these things, you need to share credit with others to go far in your career,” says career coach Tamara S. Raymond, author of the award-winning book *Careering: The Pocket Guide to Exploring Your Future Career* and creator of the newly released course *Careering for Youth: The Online Coaching Edition*.

“Most people don’t like credit hogs, even if they really do deserve the lion’s share of the credit for a particular achievement,” says Raymond. And it’s partly because credit hogs are unappreciated that they should make sure to acknowledge others’ contributions.”

“This is about politics, which you must navigate correctly to succeed in the workplace. It’s also about recognizing the *real* role others may have played in your accomplishments,” Raymond states.

So, when you’re giving that wonderful speech after winning a prize, thank your boss (after all, he or she may have hired you, which gave you the opportunity to do the award-winning work in the first place) and your coworkers (who may not have contributed to the award-winning project, but may be a supportive band of people who keep you positive and on task every day).

Sharing credit not only puts you in the good graces of your colleagues, according to Raymond, and it also:

- **Improves the work environment.** You may be the best worker on the job, but your humility tempers the work environment, lessening the chances that colleagues will feel threatened by you. This breeds a healthier workplace, where people feel comfortable doing their jobs without feeling the need to sabotage others to shine or succeed.
- **Leads to strong relationships with coworkers.** Crediting others shows that you appreciate them. When people feel appreciated, they are likely to do more for, and with, you. This can lead to team efforts that result in strong work results.
- **Shows that you’re confident.** Crediting others shows that you’re confident in yourself and the job you do. It’s a sign of strength, which good bosses and workplaces appreciate and reward in various ways.
- **Raises your profile on the job; shows that you’re a leader.** Real leaders know they can’t do things alone, and they constantly recognize others’ contributions. So, even if you’re not the boss, when you credit others, you’re showing your leadership skills—and this, coupled with the excellent job you’re doing, could put you on the promotion track to a leadership position.
- **Shows that you’re a team player.** Even if you deserve 100 percent of the credit for a particular accomplishment, crediting others shows that you’re putting your work team before your ego. This is always desired in the workplace.
- **Helps with networking and better job opportunities.** Colleagues remember the person who praised their work; and when those colleagues move on to other companies and leadership positions, they may think back fondly to when you praised them on the job and bring your name up for a great job opening.



○ CORPORATE MEDIA PRESS KIT ○

Press Release

To Get Ahead in Your Career, Share the Credit, Says Career Coach and Award-Winning Author Tamara S. Raymond

(Page 1 of 2)

They'll be thinking about how you were a great team player, contributed to a healthy work environment, and were an outstanding performer. Who doesn't want a professional like that in their workplace?

"To get ahead at work," Raymond says, "you may be the brightest shining star, but you don't have to act like it. Your work will speak for you. Your humility and sharing the stage with colleagues will help you go further in your career than if you hog the limelight. Keep this in mind each day on the job, Raymond says, and make sure to highlight your coworkers' accomplishments. If you do this, it'll be another day of doing *careering* right."

###

About Tamara S. Raymond

Tamara S. Raymond is a certified executive leadership coach, career strategist and president of Innovative Management Consulting, an executive and leadership consulting firm that offers its signature coaching program, Thriving Leaders for Optimal Impact, for management to C-Suite professionals. She is also the award-winning author of *Careering: The Pocket Guide to Exploring Your Future Career* and the creator of the soon-to-be released online course *Careering for Youth: The Online Coaching Edition*. You can learn more about her at www.imcleaders.com and contact her through the website.

Contact Information:

Name: Tamara Raymond

Phone: (404) 530-9233

Email: traymond@imcleaders.com



○ CORPORATE MEDIA PRESS KIT ○

Press Release

Quick Careering Tips from Expert Tamara S. Raymond: How to Have a Successful High School Career

(Page 1 of 2)

Newport News, VA, May 1, 2018—Many careers require a college degree; so even if you're not sure what career you want to pursue—or believe you know beyond a doubt that college is not in the cards for you (things could change!)—you must do well in high school to become a good candidate for colleges and universities.

“Ultimately, you might decide to take a route other than college after high school, but you can't slack off just because you're still trying to figure the career thing out!” says Tamara S. Raymond, author of *Careering: The Pocket Guide to Exploring Your Future Career*. “You might choose college after all.”

Raymond is a career and leadership coach and the founder and CEO of Innovative Management Consulting, a firm that helps individuals across the country and career spectrum thrive in their professional lives.

What follows are five of Raymond's tips to help you succeed in high school and look good to colleges.

Tip #1: Strive to have a good high school attendance record. A good attendance record shows that you are serious about school. It may be impossible to have perfect attendance—people do get sick after all, and family emergencies can arise—but, under ordinary circumstances, you should go to school every day. Besides making you look good to colleges, being in the classroom the majority of the time will help you do better on assignments.

Tip #2: Listen in class, take notes, and ask questions. A key to doing well in many endeavors requires listening attentively. In class, stay focused on the instruction, take notes and review them later, and ask questions of the teacher when you need clarification on what you're studying or what he or she may require of you for a homework assignment.

Tip #3: Don't play around after school. Establish an after-school schedule. If you participate in extracurricular activities, map out the days and times you participate in them and factor in when, where, and how you will do homework around those activities. For instance, if there is a half hour or more delay between the time your activity ends and your transportation for home arrives (whether that be Mom, Dad, or the school bus), take advantage of the library, cafeteria, or other room the school may provide to do your homework.

Tip #4: Do your homework—and do it the best you can. Don't be that kid who tosses all their class books in their locker at the end of the day, only to retrieve them when they return to school. When you have homework, DO IT the best that you can and turn it in on the due date *every time*. The only excuse for leaving your schoolwork in your locker is if you've already completed it during the day in study hall, while on school lunch, or after an extracurricular activity while you were waiting for the bus or another ride. And if you are in need of homework help, pair up with a study partner and/or take advantage of after-school and weekend programs designed to help you do well.



○ CORPORATE MEDIA PRESS KIT ○

Press Release

Quick Career Tips from Expert Tamara S. Raymond: How to Have a Successful High School Career

(Page 2 of 2)

Tip #5: Get involved in extracurricular activities you're interested in. Extracurricular activities can help you more clearly define what you're good at doing—and like to do—while, at the same time, making you a more attractive candidate to colleges. This is the time to try out many types of activities but take on only as much as you can handle so that you can still do your homework and do it well.

Says Raymond, “Take high school seriously and apply yourself to your studies. That’s good advice—and career insurance—no matter what career path you ultimately choose.”

###

About Tamara S. Raymond

Tamara S. Raymond is the founder and CEO of Innovative Management Consulting (www.imcleaders.com) and the author of *Careering: The Pocket Guide to Exploring Your Future Career*, her first book, which can be found on Amazon and other sites where books are sold. Raymond coaches youth and employees across the career spectrum. You can find her on Facebook (Tamara S. Raymond) and Twitter (@TamaraSRaymond).

Contact Information:

Tamara Raymond
traymond@imcleaders.com
(404) 964-2733



○ CORPORATE MEDIA PRESS KIT ○

Press Release

How to Survive Your Freshman Year of College: Tips from Quick Career Expert Tamara S. Raymond

(Page 1 of 2)

NEWPORT NEWS, VA, Sept. 3, 2018—The moment you’ve been working toward for years has finally arrived: You’ve started your freshman year of college. You’re full of enthusiasm, excitement, and wonder about this new experience that will help you get on your way to having a great career.

“This is a wonderful time of change,” says Tamara S. Raymond, author of *Careering: The Pocket Guide to Exploring Your Future Career*. “Because it is a time of *change* you’ll need to temper your enthusiasm for your new experience with the recognition that freshman year will likely present new challenges you’ll need to be ready to face.”

Raymond is a career and leadership coach and the founder and CEO of Innovative Management Consulting, a firm that helps people across the country and career spectrum thrive professionally.

Here are five tips from Raymond to help you survive—and hopefully even thrive—in your first year of college.

Tip #1: Don’t goof off. If you are away at college, it can be easy to get distracted by the new attractions around you, especially if your peers are distracted too. Most young people like to be part of the crowd. It’s OK to join in adventures with the new friends you’re making, but don’t let this monopolize your time. I know of a bright young man who earned a nice scholarship to a prestigious university, only to lose his scholarship because his grades tanked after he goofed off with friends more than he studied. Don’t let that be you.

Tip #2: Don’t overload your class and extracurricular schedule. Sure, in high school you could take a zillion classes, play on the school’s soccer team, mow lawns for some extra money, and do a few other things all during the same school year, and you still earned stellar grades. But that was high school. College will be way different, especially if you’re attending a competitive institution. Your classes will be much more difficult than anything you encountered in high school. That said, do not take on a heavy class load. Also, do not participate in a time-consuming extracurricular activity that first semester if you can avoid it. This is the semester where you should get a feel for what classes will be like.

Tip #3: Study in the library. Your college dorm and the local coffeehouse may offer too many distractions. Make a habit of studying in the library or another quiet zone on campus to maximize your study time.

Tip #4: Get help from your professors during their office hours. I kid you not: I know a very smart former student who took a college math class considered so basic that kids had nicknamed it “Math for Trees.” However, the joke was on them, because many of the students received poor grades in the class and some even failed! But this one student, who has always been math challenged, earned one of the class’s handful of A’s. That’s because she sought out the professor during his office hours to receive help on assignments. If you’re struggling in class, follow this student’s example: Get help from the professor.

Tip #5: Limit your time on social media. I know, I know, this is a hard one for all of you who’ve grown up in the Digital Age. Spending even one minute away from your phone can feel like torture to you. But to get the



○ CORPORATE MEDIA PRESS KIT ○ Press Release

How to Survive Your Freshman Year of College: Tips from Quick Careering Expert Tamara S. Raymond

(Page 2 of 2)

most out of your study time, I urge you to ignore your phone. You've got to impose some discipline on your social media habits to get the most out of your college experience. College is where you sit now; it's not out there in the cyberworld on your phone or other digital device. To do well, focus on now.

Says Raymond, "To get on your way to your dream career field, you have to do well in school, whether that's a traditional academic or trade institution. It's all part of *careering!*"

###

About Tamara S. Raymond:

Tamara S. Raymond is the founder and CEO of Innovative Management Consulting (www.imcleaders.com) and the author of *Careering: The Pocket Guide to Exploring Your Future Career*, her first book, which can be found on Amazon and other sites where books are sold. Raymond coaches youth and employees across the career spectrum. You can find her on Facebook (Tamara S. Raymond) and Twitter (@TamaraSRaymond).

Contact Information:

Tamara Raymond
traymond@imcleaders.com
404-964-2733



○ CORPORATE MEDIA PRESS KIT ○ Press Release



Tamara S. Raymond, author of *Careering: The Pocket Guide to Exploring Your Future Career*

MEDIA CONTACT:

Nickcole Watkins
Morgan James Publishing
516.900.5674
Nickcole@morganjamespublishing.com

****FOR IMMEDIATE RELEASE****

Hot-Off-the-Presses Career Book Helps Young Adults Find Their Way

HAMPTON ROADS, VA—November 2017—Executive & Leadership Development Coach and subject-matter-expert Tamara S. Raymond's new book, *Careering: The Pocket Guide to Exploring Your Future Career*, aims to help high-school and college-age students land in the right career. Published by New York- and Hampton Roads-based Morgan James Publishing, it is for sale as an e-book now on popular bookselling sites and releases in print for purchase online and in brick-and-mortar stores on November 14. *Careering* comes at the right time—it's a great gift for the holidays and a great way to start off the new year. It retails for \$9.95.

Careering springs from Raymond's own work journey. Raymond, who is a millennial and the founder and president of Innovative Management Consulting, began her professional career in the human resources field but felt that there were other areas that called to her. After she began her master's studies in organizational sciences, she understood why: She loved helping others, but she loved doing it one on one in her own unique way.

Today, Raymond has found career happiness and shares her secret in *Careering*. She wrote the guide, which is small enough to fit into a pant pocket like its name suggests, to help other millennials discover their passions and aptitudes—the key to landing in a career that's right for them—more quickly than she did, she says. It urges them to try out many jobs, activities, and programs that will give them insight into their interests and strengths, and advises them on how to go about doing that; for instance, it suggests they learn more about The Birkman Method, a test that helped Raymond in her career journey.

Careering is interactive, with exercises students can respond to on blank lines, making each copy a unique tool for every individual. The guide also advises readers on the nuts and bolts of careering: how to create a resume, network, and interview; how not to use social media; who to approach for references and how to use those references; and so much more.

"During my graduate studies at George Washington University, I was exposed to The Birkman Method, a personality-assessment test. Birkman helped me understand my strengths and weaknesses in the workplace and put me on the path to doing what I do today: help people across the career spectrum deliver peak work



○ CORPORATE MEDIA PRESS KIT ○ Press Release

performances and young adults find a career that best suits them,” Raymond says. “My work really fulfills me now, and with *Careering*, I hope to play a role in helping young people find fulfilling work too.”

For more information about *Careering* or to schedule an interview with Raymond, please call Nickcole Watkins at 516.900.5674 or email her at Nickcole@morganjamespublishing.com.

###

About the Author:

Tamara S. Raymond is a certified leadership coach with extensive experience in helping people find their career path and reach their full potential. She holds a bachelor’s degree in psychology from Lawrence University, a master’s degree in organizational sciences from George Washington University, and a graduate-level certificate in leadership coaching. In her work, Raymond often uses The Birkman Method, one of the most effective personality assessments in the world, for which she has been certified. *Careering: The Pocket Guide to Exploring Your Future Career*, is her first book.

