

MEDIA RELEASE

HO-HO-HOLD ONTO YOUR JOB

WHO: SUZEN FROMSTEIN, AUTHOR | WHAT: BOOK LAUNCH
WHERE: TORONTO, ONTARIO | WHEN: DECEMBER 3RD, 2013

102 REAL PEOPLE WITH REAL JOBS ... AND HOW THEY KEEP THEM

Toronto, Ontario – Suits and Ladders: Ten Proven Ways to Keep Your Job Safe (with a few jokes thrown in) is a practical holiday gift for anyone with a job that wants to keep it.

Following the advice of the 102 real people with real jobs gives every employee a better chance at survival, or at least, gives every employee a fighting chance at survival.

“I wish a corporate survival guide like *Suits and Ladders* was in my Christmas stocking before I crashed and burned my way through my career,” says *Suits and Ladders* author Suzen Fromstein.

“Rather than blame the bad economy, bad politics, bad processes, bad bosses, bad luck, bad husbands, bad boyfriends or the really bad takeout I had for dinner last night, I decided to find out exactly what was required to stay employed and then to speak and write about what I learned,” Fromstein adds.

Fromstein spent a year talking to 102 mid-to-senior level managers, consisting of 51 men and 51 women, from a variety of industries and from several different English-speaking countries. She then consolidated their combined wisdom into one easy-to-read and often humorous corporate survival guide.

“There are so many great pieces of career advice in *Suits and Ladders*. Three things I didn’t know before I completed my *Suits and Ladders* research are:

1. Regardless of your title or job description, you only have one job – to help your boss and to keep him or her safe.
2. If you are being directed to do something you think is detrimental to the organization or if you believe a particular instruction is ill-advised, you only have two options – do it and fix it later or quit.
3. When you fail to consider your colleagues’ objectives, you may inadvertently become an obstacle in their world. They will probably return the favour by creating an obstacle in yours.”

Four of Suzen Fromstein’s own career-limiting moves are included in the case studies sprinkled throughout the text. She has agreed to provide one-half hour of free Skype job coaching to the first 25 people who identify all four. If people want to take her up on her offer, email the titles or descriptions to suzen@suzenfromstein.com. Please include the words, “Suzen’s Career Limiting Moves” in your subject line.

Testimonials:

“Every sentence of this book offers sage suggestions for keeping your job safe and yourself protected. From heightening self-awareness to championing a positive attitude and fuelling your workplace passion, Suzen has thrown enough seeds on the soil to grow a whole new crop of quality, secure and forward thinking professionals. The bonus? This volume is transferable to private life and personal relationships, too!”

Nina Spencer, International Keynote Speaker and Canadian Best-Selling Author of *Getting Passion Out of Your Profession* (and 2014 release of *A Time to Creep, A Time to Soar: Lessons learned for work and life from climbing Kilimanjaro*)

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Suits and Ladders: Ten Proven Ways to Keep Your Job Safe (with a few jokes thrown in)

is Suzen Fromstein's debut book. Her second book: **Want to Inform, Influence and Entertain Like a Pro? The Seven Deadly Sins of Public Speaking and How to Avoid Them** includes a bonus section co-authored with stand-up comic Michael Nemiroff on how to add humor to everything. Both books are available for purchase [on Kindle](#) and through [Smashwords](#). There is also a Print on Demand option through the U.S. sites of [amazon.com](#) and [smashwords.com](#).

Suzen is currently working on a third book: **Killers, Coffins & Cadavers, a humorous guide to death and dying** co-authored with Michael Nemiroff and comedic actress Elaine Smookler.

Prior to embarking upon a speaking and writing career, Suzen was the Director of Communications at The Investment Funds Institute of Canada (IFIC), the mutual fund industry's trade association, a Senior Communications Consultant at Sun Life Financial and a Senior Communications and Marketing Consultant at ZAS Architects Inc. She also taught business presentations skills to adult learners at a local community college.

Before entering corporate life, Suzen owned and operated The Write Connections Inc. Her clients included such notable organizations as ABM Amro, Colliers International, BMW Canada, Desjardins Financial Security, Fidelity Investments and The Canadian Marketing Association.

Suzen Fromstein is one of eight "NLP™ The Common Denominator" conference speakers cruising the Western Caribbean aboard the Nieuw Amsterdam starting January 26, 2014. Please visit www.mygroupatsea.com/nlp for conference registration details.