

MEDIA KIT



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Author: Henry Lesher

Category: Career & Professional Development

Print ISBN: 978-1-0980-3094-0

Publisher: Transform Publishing

Author Bio



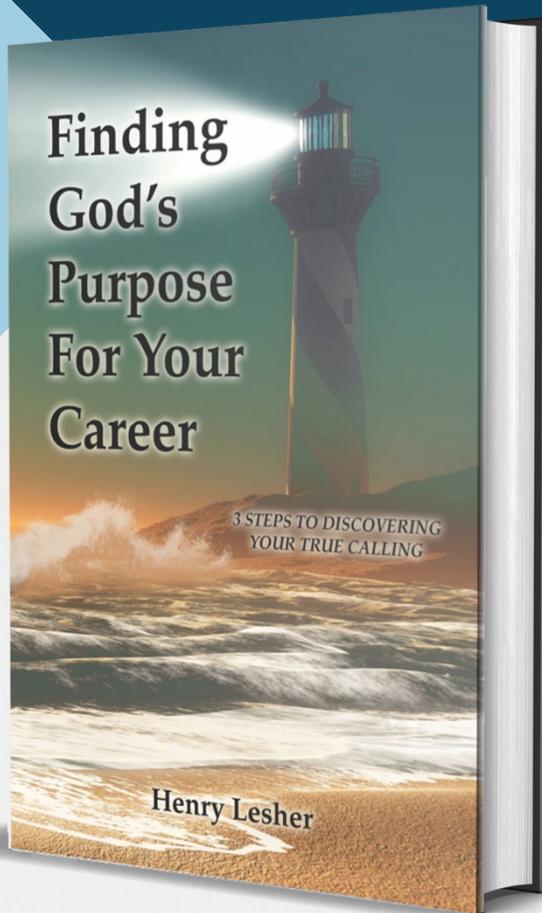
Henry Lesher

Henry Lesher has devoted over forty years providing career and job search coaching services for men and women seeking career growth and job change. As executive vice president in two of the nation's largest career coaching/ outplacement firms, Henry has worked with thousands of men and women, many from Fortune 100 companies and is credited with changing countless lives. Henry realizes that he has a calling. That calling is to facilitate people of faith in finding God's plan for their career. Only in achieving that goal can families prosper and ministries grow.

Henry is committed to assisting people of any and all faiths find fulfillment in their work life, maximize their income and be a moral compass in the companies and organizations they serve.

"I urge you to live a life worthy of the calling you have received." Eph. 4:1

Book Bio



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A frequent theme among career professionals of all ages and disciplines who want to (re)define their purpose is “How do I make the most of my skills and find a job/career that I truly enjoy?” Finding and manifesting the reasons why God put us here is almost a universal quest.

Author Henry Lesher has helped thousands answer that question and many more with a pragmatic, faith-filled, customized one-on-one approach that clients love. This book is the guide or road map to define your dreams and career goals, and then make them happen, no matter which stage you are in. It will help you.

Often overlooked when people are struggling with their career (and finances) is the reality that churches and ministries cannot fulfil their missions unless individuals and their families are able to support them financially. My work helps sustain those efforts.

May God bless your career pursuits, both now and in the future!



Testimonials

“Knowledge is powerful, and this method put me in the driver's seat. Thanks, and keep up the good work.”

Bob B.

“It is with much enthusiasm that I recommend ‘Finding God's Purpose for Your Career.’ I was provided insight and knowledge to the current technology, what hiring managers are attracted to and the methodology used to conduct my search.”

Barbara B.

“After developing the right goals, I was able to articulate my capabilities to employers, resulting in a new position in less than 2 months.”

Lenny R.

“They say a journey of 1,000 miles begins with a single step, but I think it begins with the decision to take that journey. Your book was the inspiration for my committing to be all I was capable of being. I must say I have gone further and grown quicker than I could have dreamed.”

Kathy N.

“I am thrilled to write this unqualified recommendation of Henry’s time-tested process to secure satisfactory employment. He provides an intensive, yet self-paced, 3-phase process, which if you follow, optimize your chances of securing gainful employment.”

David P.

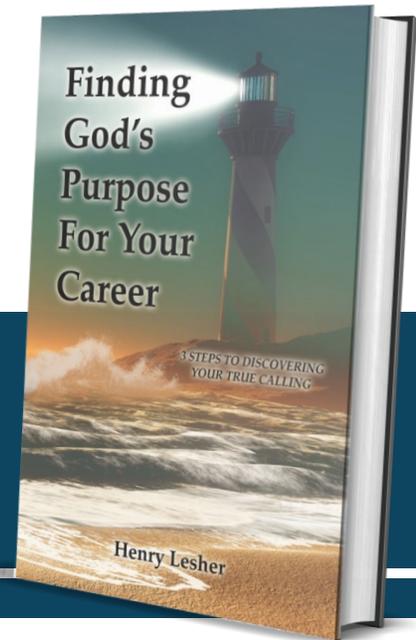
“I just landed my dream job. As a woman who made the choice to leave her career to raise a family, I am confident and proud now to say that you can re-enter the workforce, with the right tools and hard work, you can pick up where you left off. By the right tools, I mean a good resume, a solid LinkedIn profile and knowing how to network.”

Vickie F.

WHO SHOULD READ



- Professionals
- Entrepreneurs
- Corporate executives
- Educators
- Athletes
- Law enforcement



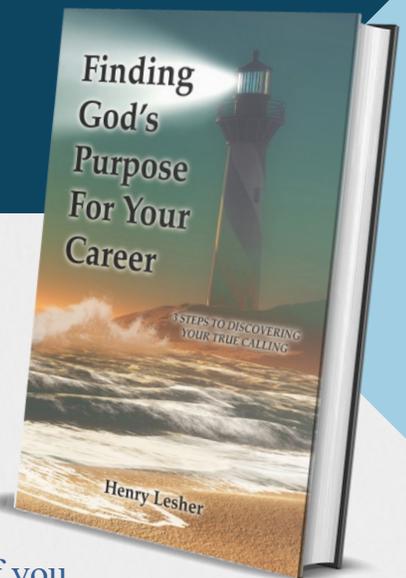
Target Audience

- Job seekers
- Career seekers
- Faith-based individuals
- Those who are motivated
- Those who are ready for change
- Those who recognize they cannot do it on their own
- Those with financial means to invest in themselves



BOOK BENEFITS

Book Excerpt



Reshaping and Reframing your Script

Here's the secret—most people who win do so because the rest of us have stepped aside and chosen not to compete. Yes, that's right, we handed the victory to them on a silver platter and didn't even put up a good fight! You can't win if you don't give everything you have to the battle. You know if this applies to you!

A few years ago, a CEO that I (Henry) reported to shouted, "I'm surrounded by a bunch of a——s!" In an unusual burst of candor, I replied, "Then what do you call the person who hired them?" It was easy to be brave when I had another job offer and the decision to leave had already been made. So, I continued, "You are fortunate that so many are slightly better than average because if they weren't, average people like you couldn't do so well..."

In that moment the light bulb went off and I saw more clearly than ever before that the distinction between winning and finishing 2nd is a combination of commitment, hard work, and approach. Of course, talent factors into the equation, but it's not the greatest factor in getting what you want. For every "natural," there are many self-made men and women who achieve excellence and greatness. So, if your positive script is firmly in place, you can now focus on the enhancement of your image that will support your perspective. Developing your written and spoken value proposition combined with an intelligent, proactive blitz of the job markets will enable you to outstrip all competition and win your dream job or career....

Having a path is necessary to building your career. Here's a valuable point that should help you raise your sights and create an immediate objective. If tomorrow morning you were asked to take your boss's job, could you? Countless surveys support very high percentages say, "Yes they could!" Those same people who stated that they could were then asked why they aren't in such a job and almost all of them responded, "I don't know." Well, friends, one last time, it is not about destiny, it's about having a plan and acting on it.

Interview Questions

1

What motivated you two to write the book?

2

Why do you have Bible verses throughout the book?

3

What differentiates your book from others in the same field?

4

What exercises in the book are most helpful?

5

What is “ikigai” (Japanese for purpose) and how do you use it in the book?

6

How do you use the “Next Steps in Life” exercise to help job seekers?

7

In what ways has advertising changed from 1923 to today?

8

How do finances impact a job search?

9

What are the most important “soft skills”?

10

What’s your approach for finding the “Hidden Job Market?”

11

What’s the response rate for jobs posted online? (3-5% -- like a lottery ticket)

12

How does your book help improve those odds?

13

What’s the key to successful interviewing?

14

What’s the key to effective negotiating?

15

What about ageism or other forms of discrimination?

16

Why do you have a whole chapter on Resilience and Attitude?

17

What are key trends in the job market today?

18

What are new fields that will create more jobs?

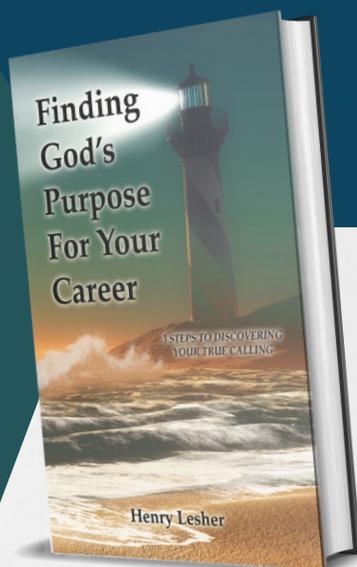
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What is a Plan B?

20

Besides the book, what programs do you offer to help job seekers?

Story Ideas for Reporters

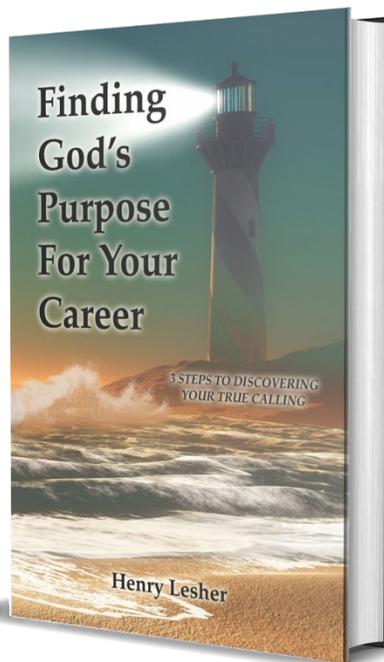


1. What's next in your life and career?
2. Who are you and what are your dreams?
3. Taking inventory – where are you now?
4. Values, needs, skills and impact.
5. Your search objectives: job change, career change, pursuing a passion?
6. What is your true value proposition?
7. The job market and how you fit.
8. The importance of effective networking.
9. Working with recruiters, creating opportunities.
10. Negotiating for top compensation.
11. Interviewing and closing the deal.
12. Other factors impacting your search.
13. The critical importance of resilience.
14. Never give up for the best days of your life!

Downloadable Photos



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