



## ABOUT

### HELPING PEOPLE AND COMPANIES THEY WORK FOR REACH THEIR FULL GROWTH POTENTIAL

A seasoned marketing and strategy executive, Connie Steele is the Co-Founder and Principal of Flywheel Associates, a business strategy, marketing, and operations consultancy and future of work think tank.

Having worked for **F500, scale-ups and start-up companies**, she focuses on helping clients breakthrough business inertia by putting strategy into action.

In addition to helping companies and individuals through her consulting services, the business and career advice podcast **Strategic Momentum**, and through her contribution to Arianna Huffington's Thrive Global platform, Connie provides career insights and guidance with her new book ***Building the Business of You***.

The book teaches a **system to align passion and growth potential**, and it shares the trends of tomorrow so professionals, entrepreneurs, freelancers, founders, and side hustlers can "skate where the puck will be" and build their own dream career mashups.



### DISCUSSION TOPICS

- How do you future-proof your career? What are the steps and how do you implement them?
- How do you build the business of you?
- What does the future of work look like, and what does it mean to be fluid?
- What does it take to build a fluid organization?
- What does the impending generational shift in leadership mean for your organization (e.g. culture, process, mindset, operations, communication)?



# Connie Steele

**Human-Centered Future of Work Expert | Author | Marketing & Business Strategist | Podcaster | Mom**

## FEATURED ON

Forbes

HIGHLIGHTS  
WORLDWIDE

STATE OF  
INDEPENDENCE

Tastemakers  
with Pauline Brown

SANDBOXX

### TESTIMONIALS

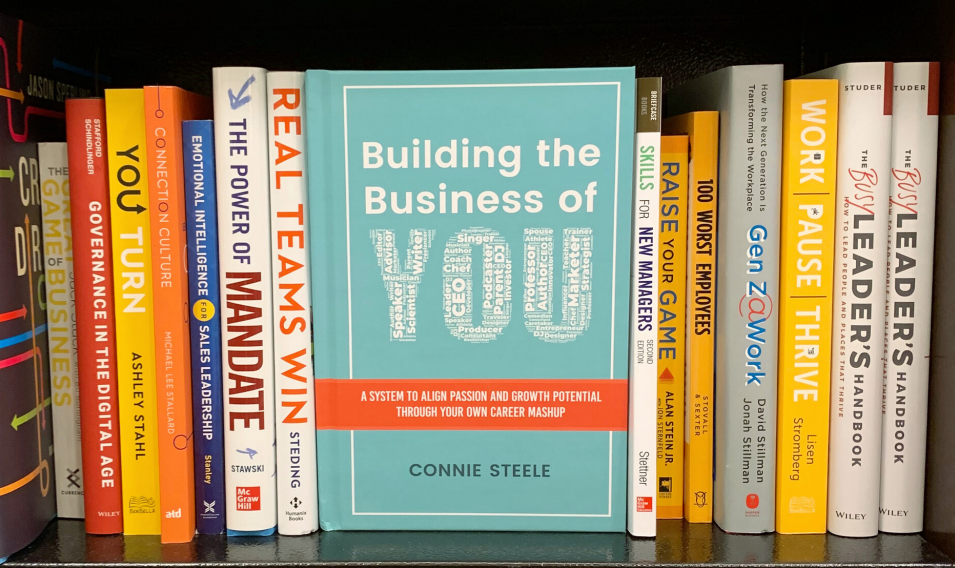
*"Whether you're just starting out in your career or wondering if it's too late to start again, Connie's words will give you perspective, provide inspiration, and help you discover how to find fluidity in your professional world." — Beth Freedman, CEO, Dentsu X*

*"If you're looking to build momentum in your life and (or) business, I highly recommend keeping up with Connie. She is a value adder and is making a big difference in people's lives." — Alex Sanfilippo, SaaS Founder, PodMatch*

*"Connie is both insightfully strategic and ruthlessly practical about getting cost-effective results. The minute she has a good idea, she's turned it into reality." — Andy Musliner, Founder, InRoad Toys*

*"Connie has a way of making content fun, inspirational, and navigable for anyone who wants a kick start in new perspectives around their career." — Mark Devito, President, Beyond Definition*

**BUY "BUILDING THE BUSINESS OF YOU" ON AMAZON AND BARNES & NOBLE NOW**



## THE BOOK

### CAREER PROGRESSION ISN'T LINEAR ANYMORE HERE'S WHY THAT'S A GOOD THING...

What if everything we've been told about building a successful career is wrong? What if advice like go to school, get a job at a great company, and rise through the ranks is outdated? What if there's a better way to find fulfilling work that pays well?

Connie Steele has spent ten years studying the workplace trends that are now permanent changes. Working at Fortune 500, start-up and scale-up organizations, high-growth tech companies, and consulting with C-level executives, Connie has seen firsthand that business is no longer binary, hierarchical, or absolute. It's non-linear, collaborative, and fluid. You don't have to start at the bottom and earn your way up; you can start at the top, as CEO of you.

In *Building the Business of You*, Connie shares the trends of tomorrow so professionals, entrepreneurs, freelancers, founders, and side hustlers can "skate where the puck will be" and form their own career mashup. This is Connie's term for the career of the future (and the present) in which workers merge their skills, interests, passions, values, hobbies, opportunities, relationships, education, network, identity, and even multiple jobs and gigs.

Because the dream job is no longer something you get; it's something you create. And *Building the Business of You* provides all the practical tools you need for yours. **Learn more at [www.bizofyou.co](http://www.bizofyou.co)**

## CONTACT

Connie Steele

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Connie Steele | STRATEGIC  
MOMENTUM

## THE PODCAST

### REDEFINING SUCCESS AS PROGRESS

Change is constant. Uncertainty is now the new certainty. And in today's landscape, there is a fundamental shift from conformity to individual agency so we can truly be our whole selves. So how do we create the right professional and personal momentum so we align our passions and growth potential to deliver the impact we want? Our forward-thinking leaders and creators share tips, stories and advice on 'how' they redefined success to help them progress the way they wanted. **Learn more at [www.strategicmomentum.co](http://www.strategicmomentum.co)**



### PODCAST STATS

- 25,000+ downloads
- Downloaded in over 70 countries
- 100+ episodes

### NOTABLE GUESTS

- Dorie Clark - top 50 business thinker, author, speaker, branding expert.
- Jordan Harbinger - Entrepreneur, Host of The Jordan Harbinger Show.
- Nick Loper - Chief Side Hustler, host of The Side Hustle Show.
- Alisa Cohn - #1 Startup Coach, author of "From Start-Up to Grown-Up."
- Jenny Blake - career and business strategist, author of "Pivot."
- Kim Scott - Co-founder Candor, Inc., author of "Radical Candor."
- Mark Metry - Entrepreneur, podcaster, author of "Screw Being Shy."
- Dr. Phil Zimbardo - Psychologist and author, Stanford Prison Experiment.

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