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**New Career Strategy Book Outlines Future of Work in Post-COVID World with Fail-Safe System for Career Success**

**WASHINGTON, D.C., February 11, 2021**— D.C.-based business and career strategist has published the first [book](https://www.amazon.com/dp/1736218409?ref_=pe_3052080_397514860) to help professionals and entrepreneurs navigate the new world of work while aligning personal passions, interests and professional advancement.

*Building the Business of You: A System to Align Passion and Potential Through Your Own Career Mashup* by Connie W. Steele shares the trends of tomorrow so professionals, entrepreneurs, freelancers, founders, and side hustlers can “skate where the puck will be” and embrace a fluid career path in today’s unpredictable world of work.

Steele, principal and co-founder of business and marketing strategy consultancy [Flywheel Associates](https://www.flywheelassociates.com/) and host of the [Strategic Momentum Podcast](https://www.strategicmomentum.co/), has spent ten years studying the workplace trends that are now permanent changes. She has seen firsthand that career paths are no longer linear and absolute. They’re non-linear, dynamic, and fluid. Millennials, in particular, are pursuing multiple interests simultaneously to fulfill their passions or channeling all of their past experiences and talents into providing incredible value to their roles.

This *career mashup*, as Steele explains, is the future of work—and the key to thriving in the post-COVID working world. Through a 5-part Fluid Career System, *Building the Business of You* gives readers the tools to create their career mashups and reach their full growth potential.

“I wrote this book to help people build a systematic yet dynamic path when there isn't clarity on what road to even take,” says Steele. “Many may have felt that their windy twists and turns of a journey might not amount it to something. But if you were to take a step back and understand why you might've taken them, what you learned as a result, and how they could be leveraged for that next phase, you might realize they have been building blocks to guide you to where you ultimately want to go.”

In *Building the Business of You* readers learn how to:

* Push past the fear that holds them back and build limitless confidence to move forward.
* Align their interests, strengths, and skills to get them where they want to be.
* Spot the common threads between skills and experiences and leverage them like a pro.
* Expand their sustainable skillsets.
* Identify the full value they bring to every new network so they can socialize with confidence.
* Leverage themselves as their own best assets.

“You don’t have to start at the bottom and earn your way up,” assures Steele. “You can start at the top, as CEO of you.”

*Building the Business of You* is available on Amazon at <https://amzn.to/2MG7zhT>. Learn more about the book and get additional tips and career resources at [www.bizofyou.co](http://www.bizofyou.co)

**About Connie Steele:** Connie Steele is a seasoned marketing and strategy executive, co-founder of Flywheel Associates, and host of the Strategic Momentum Podcast. Connie has always been intrigued by the “why” behind companies and careers that thrive. With over twenty years of combined Fortune 500, mid-size company, and startup experience, she has observed firsthand how business is no longer binary, hierarchical, or absolute but non-linear, collaborative, and fluid. Hear Connie interview founders, creatives, and executives who share valuable tips and advice around understanding the business of work at [www.strategicmomentum.co](http://www.strategicmomentum.co). And get her book, *Building the Business of You*, at [www.bizofyou.co](http://www.bizofyou.co).

**About Strategic Momentum:** Strategic Momentum is an e-learning community dedicated to providing tips, stories, and advice from progressive executives and thought leaders on how to break through the common inertia that gets everyone stuck in the quest to reach their full potential. We release bi-weekly podcourses about understanding the business of work to help you and your company reach its full growth potential. Learn more and get in touch at [www.strategicmomentum.co](http://www.strategicmomentum.co)

**About Flywheel Associates:** Flywheel Associates is a D.C.-based management consultancy that helps organizations level up the way they do business by bridging the gap between strategy and execution. We believe that motivating and managing change requires being embedded in the organization - connecting the dots between the business objectives, the functions involved and processes needed to create that necessary traction. Learn more and see our services at [www.flywheelassociates.com](http://www.flywheelassociates.com)

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