

Book Synopsis on

“Get Ahead by Going Abroad” ‘A Woman’s Guide to Fast-track Career Success’

by C. Perry Yeatman & Stacie Nevadomski Berdan

(Synopsis by Gary Tomlinson)
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As companies expand their international operations, smart women who are prepared to pursue opportunities overseas can dramatically accelerate their careers, enjoying high-profile projects, bigger promotions and impressive financial rewards. Going overseas can fast track your career and expand your personal horizons beyond your wildest dreams. If you love adventure, thrive on taking risks and operating outside your comfort zone, going global could be your ticket to the fast track.

As thousands of women (and men) know, working and living in another country can greatly expand your professional options. International experience differentiates you from your peers. Doors open because companies need professionals who can act locally while thinking globally. More and more women are being asked to take on international dimensions in their existing jobs or are considering new jobs with more global dimensions – often at much earlier stages in their careers. International roles, once offered primarily to men, are now increasingly being offered to women. There are many reasons, but the most groundbreaking is the growing acceptance that a woman’s natural style – her feminine traits – can actually lead to greater success in cross-cultural situations.

As the global business environment becomes more competitive, companies recognize that they can best compete if they have a diverse leadership team with a rich mix of skills, perspectives and experiences. This opportunity is important because it can help overcome the hurdles that businesswomen still face today. *Get Ahead by Going Abroad* is an incredible resource that reveals how women, single or married, can leverage this trend to showcase their skills and move up quickly on their own terms. Six women, including the two coauthors, will lead you on a journey of exploration into the wonders of working around the world. They will share their secrets and strategies, such as how to use your feminine style to your advantage, how to be market savvy and assignment wise, and how to make a successful return back home.

Coauthors, Perry and Stacie show how women at every level can benefit from an overseas posting: young professionals seeking to break out from the pack, mid-career women interested in new challenges with increased responsibility, or senior executives in pursuit of positions in executive management. *Get Ahead by Going Abroad* helps you get further, faster and have fun along the way. It provides the strategy to land the assignment, thrive in the job and enjoy the lifestyle abroad.

In this month's issue of *Women's Edge* a new column entitled "A View from Abroad" is being launched. We recently had the opportunity to speak with one of the coauthors, Perry Yeatman about her book and her experiences of working overseas.

Perry is now a vice president at Kraft. At 25, she was making \$25,000 a year as an account executive when she took her first job overseas. Upon her return 10 years later, after stops in Singapore, Moscow and London, she was earning more than \$500,000 a year. She tells of having an office off of Red Square, touring Bangkok with Margaret Thatcher, shopping in Istanbul and scuba diving in the Maldives, none of which would have happened had she stayed in the USA.

Stacie moved to Hong Kong the day after her wedding. She spent three years in Asia with public-relations firm Burson-Marsteller, leaving the USA as a 27-year-old vice president and returning as a global managing director.

Perry and Stacie combined their experiences with those of dozens of other women to offer thorough advice ranging from how to get an overseas job to dealing with culture shock and paperwork. They cover the personal side, too, including shopping deals and tips for those who bring "trailing spouses" (husbands) and children.

W.E.: What was your motivation to write this book?

Perry: I came from a small town outside Philadelphia and grew up in a closed environment. I had no real sense of the world. When I was 13 I went on a school-sponsored trip to Europe. It made an immediate impression on me. From that moment, I knew I was going to live overseas one day. There were several motivating factors for writing this book. Stacie and I are both women and we both have daughters. We feel very strong about setting a good example for our daughters and for all young women who are coming up behind us. When I was young, I had no one telling me I could accomplish whatever I set my mind to. It's important for young women to know that if they want to accomplish something in their life, don't let anybody tell them they can't do it.

W.E.: How is the business culture different overseas than in the U.S.?

Perry: I have found, for the most part, that the business culture abroad is more collaborative and collective than here in the United States. Most international companies have knowledgeable business people running departments. They understand business and how their department and their duties affect the company's bottom line. Overseas decision making processes are much more collaborative than here in America. If you have a question or a problem to solve, you have a lot more people to go to for an answer. They're much more willing to help. The main thing I learned overseas, that I don't believe I would have learned here to the same degree, is how to truly take my functional expertise and impact the company's bottom line. You are much more likely to get general management experience at a younger age overseas than you would here.

W.E.: What are the key messages for our readers to take away from your book?

Perry: There are four. They're the same four I share with family and friends:

1. In today's global economy, international opportunities are the single greatest opportunity for women to get ahead.
2. While going abroad is not for everybody, if you think its right for you – go for it. Don't let anybody tell you that you can't do it.
3. While our book talks mostly about your career, I want your readers to know that you'll never regret living overseas. Although you'll experience incredible career growth, it's your personal growth that will have the most impact.
4. Going overseas will not only make you a better professional...it will make you a better person.

To obtain a copy of this book or to learn more about working overseas visit their website at www.getaheadbygoingabroad.com.