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“I was so impressed with *The Career Catapult* that I couldn’t put it down. It’s intriguing, insightful, useful, and very readable.”

--Jon R. Katzenbach, renowned leadership consultant and author of the best-selling books, *The Wisdom of Teams* and *Real Change Leaders*

THE CAREER CATAPULT

**Shakeup the Status Quo and Boost Your
Professional Trajectory**

Roopa Unnikrishnan

We live in an evolving economic environment, one in which job security and career certainty are distant memories. At any moment, life can throw you a *jolt*—whether it’s an opportunity or an obstacle—that causes a shift in thinking.

“Either way, when a jolt happens or a career trajectory flatlines, it’s time for disruption,” says Roopa Unnikrishnan, author of **THE CAREER CATAPULT: Shakeup the Status Quo and Boost Your Professional Trajectory** (Career Press, March 2017).

Based on her personal story -- Roopa is a international award winning Indian sports-shooter, a Rhodes Scholar, a senior corporate vice president, managing director, founder of her own consulting firm, and mother of twins – as well as her experience coaching Fortune 500 executives, **THE CAREER CATAPULT** applies the same disciplines that innovative companies use to achieve high-level success on a personal level.

Roopa details a five-discipline plan for personal success, guiding readers to disrupt the status-quo and make the leap toward true satisfaction in business and life:

- **Dig Deep to Soar:** Examine your skills and resources to accurately assess your marketplace value as well as your attitude toward what constitutes success and how growth is measured.
- **Stalk Innovations and Trends:** Explore the context in which you can offer your value by tracking market innovations and emerging trends, and deciphering how they apply to you in the workforce.
- **Jolt Your Network:** Use your assets, including networks that can drive significant value, to test and build upon what you've discovered as looked both inward and outward.
- **Prototype Possibilities:** Start by challenging everything you've learned from digging deep and stalking trends and focus only on what has the potential to lead to success and fulfillment. Free yourself to imagine. Visualize the full array of possibilities and test-drive them. Find ways to don the mantle of the new role—volunteer, experiment with a start-up, join a professional group—and see how this new space might work out for you.
- **Go Extreme:** Is your desired future achievable? Yes! Take that confident leap into your future.

Filled with research and action steps, **THE CAREER CATAPULT** gives readers the opportunity to relate the information provided to their own circumstances and clearly establish what steps to take at each interval.

For more information about **THE CAREER CATAPULT** or to arrange an interview with the author, please contact me directly at Tess@TessWoodsPR.com.

ABOUT THE AUTHOR:

ROOPA UNNIKRISHNAN has spent two decades in roles where she has driven change and innovation in several Fortune 500 companies. She is a former vice president of corporate strategy and global head of worldwide talent at Pfizer, with previous positions at Blackrock and Citibank. A master coach, Unnikrishnan now works with senior executives and with companies to improve their strategic planning and idea development. She is a Rhodes Scholar with a Master of Philosophy degree and an MBA from the University of Oxford.

THE CAREER CATAPULT
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 Roopa Unnikrishnan
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Additional worksheets can be downloaded at <http://TheCareerCatapult.com>