

GETTING UNSTUCK

A GUIDE TO MOVING YOUR CAREER FORWARD

by Meredith Moore Crosby



AUTHOR BIO

Meredith Moore Crosby loves to tell a good story. Whether she is writing for a c-suite executive or helping a non-profit explain their impact, her award-winning communications give her clients the courage to have a positive impact inside and outside of corporate America. For more than a decade, she's successfully handled executive communications for senior leaders at McDonald's, 3M, Comcast Cable, and currently, Target.

Early in her career, Meredith was tasked with supporting Mr. Don Thompson during his historic rise to become the first African American CEO of McDonald's Corporation. During her time supporting the c-suite at the largest fast food restaurant in the world she launched the company's philanthropy program and strategic partnerships across the globe.

While traveling the world for McDonald's Global Women's Initiative, she began to truly understand the global trends and frustrations facing women trying to advance and earn more at work. After earning a Masters of Science in Managerial Communications in 2009, Meredith began to experience the same challenges she was tasked with solving. She connected her passion for motivating other women to achieve their goals with her career path and by 2012, Meredith's story of becoming the youngest Director in McDonald's history was featured in the national bestseller, *Successful Women Think Differently*, by Valorie Burton

Over the years, Meredith has received many awards, is a sought after speaker and thought leader on advancing women at work.

She has appeared in

- Chicago Tribune
- Ebony Magazine
- Savoy Magazine
- Minneapolis- St. Paul Star Tribune
- Rolling Out.

Meredith is based in St. Paul, Minnesota and president of Leverette Weekes leadership coaching and communications. Meredith is passionate about teaching others how to advance at work through workshops, coaching programs, and communications services.



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MORE ON THE AUTHOR

As her career and life continued to move forward, Meredith completed her executive coaching certificate at the CAPP Institute, led by her mentor, Valorie Burton. In 2016, Meredith left corporate America to relaunch Leverette Weekes and focus on solving the challenge of advancing women at work. Today, Meredith is a full-time speechwriter and leadership coach, helping companies achieve their public goals through professional communications and storytelling.

Meredith knows that the great work of an organization hinges on the confidence of the individuals working within. Listeners can subscribe to the Getting Unstuck with Meredith Moore Crosby podcast for actionable time management and leadership lessons to move forward. When Meredith is not coaching or writing she volunteers her time as a member of the national governing board for the Jeremiah Program. She enjoys spending time with family and traveling to warm places.

AUTHOR Q & A

1. Tell me about your background and what makes you an expert in *Getting Unstuck: A Guide to Moving Your Career Forward*.

I grew up in Minnesota and I got comfortable being different early in life. I'm grateful to be a third generation graduate from Howard University. Leaving home and traveling during my youth gave me a drive to become a leader and I knew that started with my career. So when I graduated in 2004 and couldn't find a job that matched my salary goals in journalism, I pivoted into a career in finance. Making that shift in my mindset early taught me a lot. I didn't love the work I was doing, but I needed to pay my bills, and I started to understand that everyone didn't want or need to be happy at work. As a journalist, I saw my struggle to achieve work-life balance and my experience climbing the corporate ladder as a living lesson to share with others.

At each company I joined I focused on doing my job well and giving back by creating inclusive programs, workshops, and telling my story about my career to help others advance globally. My career empowered me to study the research, even sending me around the globe to interview women successfully breaking the glass ceiling while navigating my own career. The experience made me understand the impact on the performance and brand perception of corporation's advancing women. All of the women had common traits-- they managed their time well, believed in themselves and had an entrepreneurial spirit to own their career. As my own journey accelerated I committed myself to creating better balance in my life by relaunching Leverette Weekes to coach overcommitted, high performing over achievers.

2. Who is *Getting Unstuck: A Guide to Moving Your Career Forward* written for?

Getting Unstuck is for anyone who urgently wants more from their life but can't figure out the steps to aligning their values and strengths to set bigger goals for their life and career. I want to help anyone unhappy with their progress at work by sharing the tools to breakthrough the lack of information, education, and access to mentors that are negatively impacting many high achievers. Across countries and corporations, I noticed the impact of mentoring the next generation based on the lessons from my experience. Now, as a wife, mother, and business owner, I love motivating others inside and outside of corporate America to think differently about following their passion at work.





3. What was your main inspiration for writing

Women are leaving the workforce in record numbers. And for those who stay, it can either be isolating or empowering. Across the globe, companies are struggling to attract and retain top talent and it's not always for the reasons we think. Getting Unstuck is my story, and it's a solution for many people who want to be happy but feel stuck at work. Getting Unstuck teaches you what doesn't get covered in orientation to adulting-- you are in control of your career and life. This book is the tool I wish I had when I had to make tough career and life decisions with no guide. This is the advice that helped me stay in and know when to step out. I was inspired by speaking to educators, students and organizations- Getting Unstuck features the stories that resonated the most.

4. Are these reasons that made you leave corporate America?

For me, it wasn't about leaving corporate, it was shifting my mindset on my career as an entrepreneur. Most of my clients are corporations so I still feel part of the culture. When I started my business full time I was recovering from two difficult and life threatening pregnancies. I was burned out and I lost sight of why I was working. I wasn't giving my best and I dedicated my time to figuring out what would inspire me to do better. At the time I could feel that I was physically and mentally exhausted. I used the methodology, affirmations and activities in Getting Unstuck to clarify my ideal work and life.

5. What was the most difficult aspect of writing this book for you?

Writing a book takes time and forces you to reflect on what lessons and mistakes are helpful to the reader. The hardest and most rewarding part was forgiving myself for what I didn't know yesterday and seeing where I took significant risks that paid off. Touring the country and talking about my experiences has given me the chance to hear from others how my story helped them get unstuck.

6. What authors do you read for inspiration?

I like a mix of speeches, self-care, and inspiration so Aaron Sorkin, Valorie Burton, and Don Miguel Ruiz are my go-to authors. I love reading anyone courageous like Shonda Rhimes and Mindy Kaling.

7. What is the greatest challenge for women of color in corporate America?

Corporate America is still figuring out diversity and inclusion. Research tells us that men are still the majority in leadership in most industries. While women are being hired, they are still leaving and being terminated at higher rates. McKinsey found that one in five women identifies as being different at work.

Often being different means women don't have a roadmap to connect with managers or colleagues leading to trust and performance issues. Without employee resource networks, they are less likely to have access to executive coaching to brainstorm, problem solve and expand their networks intentionally. This trend of attrition impacts women of color at a higher rate lessening the pipeline for leadership, especially in Fortune 500 companies. At the same time, many of my clients struggle to respond to the question, what do you want?

8. If you could only give one tip to someone who feels stuck in their career what would it be?

Be optimistic and think positively. Know that today will be better than yesterday. No one is going to care about your happiness or your career as much as you do!

9. Tell us about your podcast, Getting Unstuck.

I want every person to apply their skills and gifts to help the world. Getting Unstuck is about understanding and practicing what makes you feel fulfilled. Getting Unstuck isn't a destination-- it's a journey to improving your life. Each episode shares stories from the writing process and my speaking events. Season One was focused on the coaching lessons to get unstuck-- time management, resources, innovation, beliefs and evolving your brand. It's been downloaded from Peru to South Africa and I view podcasting as an extension of my writing. I want everyone to love what they do. By answering audience questions, I connect listeners to resources and share the steps to get unstuck.

10. When you are not busy writing or coaching other executives, what do you do to unwind?

Sleep! I have two sons under six years old, I don't get much time to relax. I make time to go out or stay in with Brian, my husband, and if I am all alone I meditate and enjoy the quiet. I'm committed to getting outside each day even if it's for a few minutes.



You need to notice where you have lost control of your time
and take it back for yourself.

PREVIOUS SPEAKING ENGAGEMENTS

- How to leverage civility for growth and prosperity: Civility & Work, LEADS conference at Spelman College 2011
- Keynote speaker for National Black Public Relations Society Networking Luncheon 2011
- Pairing Corporate Philanthropy with Diversity and Inclusion Webinar, Conference Board 2012
- Speed Networking, National Urban League Black Executive Exchange Program 2012
- 10 Reasons to Join an Employee Resource Network, 3M Headquarters 2014
- Do Something: How to get girls into STEM-Minnesota Compass Annual Keynote Meeting 2014
- Transforming your SELF at work hosted by celebrity fitness and wellness coach, AJ Johnson 2015
- Women in STEM and the Opportunity for women, Diversity Woman conference 2015
- Blueprint for success panel moderated by Soledad O'Brien for Starfish Foundation 2016
- Confidence, Communications, and the Courage to Change- University of Minnesota Carlson MBA Program Women's Retreat 2017
- Keynote, Minneapolis- St. Paul Chapter of The Links, Inc. Young Women's Issues Forum 2017
- Panelist, Bias & the Opportunity to Lead Panel- Fredrikson & Byron Law Firm 2017
- Create Opportunity: How to prepare your brand for a career in corporate, Howard University and Stanford University 2018
- Guest Speaker and co-facilitator, Detroit Crain's Leadership Academy, October 2019
- Masterclass on Getting Unstuck- National Association of Black Accountants, Twin Cities Chapter 2019



AWARDS, ACCOLADES, AND AFFILIATIONS

- Top 30 Young Leaders Under 30 – Ebony Magazine, 2006
- President's Award – McDonald's 2006
- Global Visionary Award – Howard University, 2009
- Power Suit – Diversity Woman Magazine, 2012
- Circle of Excellence – McDonald's, 2012
- 40 Rising Stars Under 40 – Black Enterprise, 2012
- Mover and Shaker – Savoy Magazine, 2014
- Howard University Top Influential Women in Corporate America, 2014
- 40 Under 40 - Minneapolis- St. Paul Business Journal, 2015
- Forbes Coaches Council – Member 2017-19
- National Governing Board- Jeremiah Program, 2016- Present
- Alpha Kappa Alpha Sorority, Incorporated – Member
- The Links, Incorporated- Minneapolis- St. Paul (MN) Chapter- Member
- Jack and Jill of America- City of Lakes Chapter- Member

SERVICES

Getting Unstuck Leadership Development Half or Full Day Retreat \$5,000

Getting Unstuck is the step by step process for creating a HIGHLY successful version of your brain to create your ideal lifestyle and the mindset, beliefs, and habits that support it! Meredith will give you the inspiration to stop struggling and ACHIEVE your wildest goals and dreams.

Up to four hours for a minimum of 10 people. Does not include the cost of leadership assessments.

2020 topics:

- Getting Unstuck: Regaining Your Vision and Reimagining Your Life.
- Getting Unstuck with your Team: How to be better together.
- Getting Unstuck with your Brand: How to grow your business with social media.
- Getting Unstuck with your Resources: How to attract rockstar mentors and sponsors.

Keynote Speaker - Getting Unstuck: How To Move Your Career Forward \$2,500

Learn how to push hard, follow your dreams and build a life you LOVE. Inspire your audience to clarify their vision and get motivation to perform their best today. Understand the trends in leadership and how you can help your organization advance everyone at work.

Communications Consulting & Speechwriting Starting at \$150/hour

Full service internal and external writing for executives. Includes creating, editing and researching the topic of your choice until satisfaction. We aim for excellence. Depending on the complexity, scale and scope of the event, travel and expenses for an assistant may also be required.

Getting Unstuck Corporate Coaching Program \$3,500 per person

Monthly interactive, group lectures and activities help participants apply leadership lessons and Insight Discovery @ Leadership tools for the best of individual and group learning.

A note about our services: Prices do not include roundtrip travel, hotel and transportation for events outside of the Twin Cities. Depending on the scale and scope of the event, travel and expenses for an assistant may also be required. A per diem of \$100 is required per day for programs over 4 hours.



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