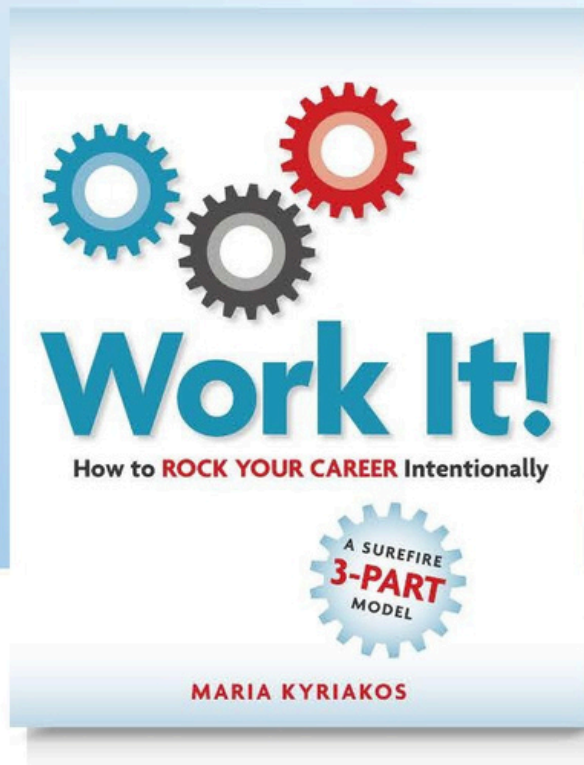




Work It!

How to
ROCK YOUR CAREER
Intentionally

[Read Sample](#)

“With Maria’s coaching insights and tools, I reconnected with my values and identified my own leadership strengths and weaknesses. At my current dream employer, I put into practice constantly making a **deliberate career path**, which relies on **building relationships** and strategic, **influential communication** to push beyond my job description. I’ll be working through her book as a refresher as I plan out the final stage of my career.”

— Lyn B., non-profit professional

MEET THE AUTHOR: MARIA KYRIAKOS

CEO, LEADER ASSIST EXECUTIVE COACHING

Maria Kyriakos is an Executive Leadership and Career Coach and CEO of Leader Assist Executive Coaching. With 25+ years in HR leadership roles at Fortune 100 companies, she has a track record of developing leadership potential in dynamic, high-change business cultures. Maria has guided leaders to leverage their individuality as a strength and differentiator. She launched her coaching practice in 2013 specializing in mid-career and senior executives. Her Three-Pillar Approach fosters intentional, strategic career management practices to grow your career and leadership impact. Certified by the International Coaching Federation and The Academies neuroscience based coaching programs, Maria is an approved coach for Amazon, Blanchard, Wharton’s EMBA program and others. Outside work, she enjoys seaside travel, mystery books and spending time with friends and family.



BOOK SYNOPSIS

WHO'S STEERING YOUR CAREER?

The correct answer is: **you are.**

Work It! is the guidebook for a movement to free professionals from *should and can't*, opening the way to a career journey you love to design—because you're using your strengths and talents in ways that matter to you.

Applying Maria's empowering Three-Pillar Approach to career management and her courage to confidence methodology, you'll learn to:

- tell your career story in a compelling way
- navigate strategic networking, developing mutually beneficial relationships
- advance the cornerstone skills that enable influential communication

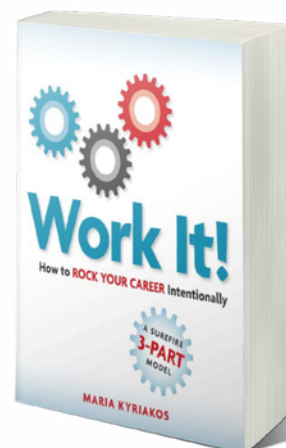
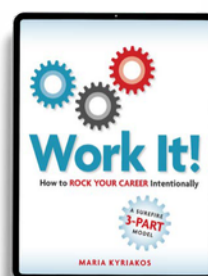
In short, you'll become the leader of your career.

Work It! includes exercises, opportunities for reflection, and proven tools you can use throughout your career.

Welcome to the Career Intentionally superhighway of self-determination, where you're in the driver's seat. *Your* ultimate destination is up to you.

AVAILABLE IN PAPERBACK AND EBOOK

[Download Book Images](#)



BIOS FOR MARIA KYRIAKOS

Short Bio

MARIA KYRIAKOS is an Executive Leadership and Career Coach and CEO of Leader Assist Executive Coaching. With 25+ years in HR leadership roles at Fortune 100 companies, she has a track record of developing leadership potential in dynamic, high-change business cultures. Maria has guided leaders to leverage their individuality as a strength and differentiator. She launched her coaching practice in 2013 specializing in mid-career and senior executives. Her Three-Pillar Approach fosters intentional, strategic career management practices to grow your career and leadership impact. Certified by the International Coaching Federation and The Academies neuroscience based coaching programs, Maria is an approved coach for Amazon, Blanchard, Wharton's EMBA program and others. Outside work, she enjoys seaside travel, mystery books and spending time with friends and family.

Long Bio

MARIA KYRIAKOS is an Executive Leadership and Career Coach and CEO of Leader Assist Executive Coaching. She has a successful track record of developing and coaching leadership potential and effective career management practices in dynamic, high-change Fortune 100 companies domestically and globally. During her 25+ year HR career, she held executive and senior human resources leadership positions in global technology and health services companies prior to launching her executive coaching practice in 2013.

Working with Maria, leaders learn to use their individuality as a leadership strength and differentiator. She uses her Three-Pillar Approach to help leaders Career Intentionally™ by increasing their confidence, connections and impact, while customizing the coaching program to the needs of each client.

Maria's approach is direct, intentional, and collaborative. Her style of coaching creates a transformative experience for clients, because of the insights they gain by working through and applying leadership and career practices between sessions, developing competence and confidence. She is successful with mid-career executives and senior-level leaders due to her hands-on experience as a corporate leader and her results in developing and coaching leadership potential.

In addition to running her private client coaching practice, Maria is an approved Executive Coach for Amazon, Blanchard, Kaiser Permanente (WPMG), the University of Washington, and Wharton Executive MBA.

Maria earned her Professional Certified Coach (PCC) credential from the International Coaching Federation. She is certified by The Academies in neuroscience-based coaching as an executive and leadership development, career management, and strengths coach, and by Blanchard as a Blanchard Leadership Coach. Maria is certified to administer and debrief a variety of personality assessments.

When she's not coaching her fabulous clients, you can find her traveling somewhere by the sea with her nose in a good mystery book or enjoying time with family and friends.

LINKEDIN: <https://www.linkedin.com/in/maria-kyriakos/>

WEBSITE: www.leader-assist.com



Q & A



What was your motivation to write this book?

In my 35 years enabling human potential as a human resources leader and executive coach, I observed the impact that a lack of clarity or lack of sponsorship has on professionals. It results in unnecessary distraction, a waste of energy and reduced motivation and engagement. My intention in writing this book is to empower professionals at all levels to TAKE THE DRIVER'S SEAT IN THEIR CAREERS, by invoking a clear sense of accountability as the leader and owner of your career and leadership journey, supported by a practical, actionable model that enables clarity and progress.

Can you say more about the Three-Pillar approach?

My Three-Pillar approach is an empowering and strategic career management model that is easy to understand, providing step-by-step guidance on how to apply the tools, concepts and skills that are essential to effective leadership and career management. This model is intended to transform your career management perspective and mindset by engaging you in an interactive, ongoing process of growth and development using your strengths and talents in ways that matter to you and on your terms.

Pillar 1 is About You – Reflect & Synthesize. Increasing self-awareness, owning your skills, accomplishments and setbacks, resulting in the development of a compelling career story that differentiates you in the workplace. First you need to be the leader of you.

Pillar 2 is About Connections – Reclaim & Engage. Owning that we need to work with and through others to achieve complex goals and effectively manage our careers. Developing and maintaining mutually beneficial relationships and alliances is essential to effective leadership and career management.

Pillar 3 is About Influential Communications – Receive and Express. Awareness that communication is the most important leader and career management skillset, that professionals either fail at or are most challenged with. Understanding the difference between speaking and communicating, using four cornerstone skills and techniques that increase your influence and impact.

You learn to incorporate these practices into your schedule through consistent application and skill development that is relevant throughout your career!

Q & A



What are a few examples of how clients use your Three-Pillar approach to transform their career journey?

While working as a communications and research specialist, a client pursued her dream of becoming an investigative reporter. She joined the staff of a regional investigative reporting journal, became an award winning free-lance journalist, eventually leading to a global economic development assignment with a non-profit organization that helps people in developing countries become economically self-sufficient. Using her writing and story-telling skills she's creating impact on a global level.

Another client who co-owned her own technology services company had a dream of becoming a foreign services officer. The research, preparation and passing of tests and background checks took 18-months, however she is now on her second overseas US embassy assignment! Making a global impact, on her terms and realizing her dreams.

Why is now the right time for this book?

I began writing Work It! as we were phasing out of the Covid pandemic, which resulted in leaders exiting their roles and industries, along with the added impact of baby boomers reaching retirement age. We were hemorrhaging talent. Currently we're experiencing a trend of corporate restructures, downsizing and potential resizing of corporations and industries.

My call to action was and is for professionals to step up and into leadership positions while owning their career journey and leadership potential. As Americans we have broad shoulders. Our ability to compete on the global plane is tied to our leadership capabilities, depth and bench strength. The time is NOW for our Gen X, Gen Y and Gen Z talent to step into their ultimate potential as leaders. I have absolute confidence in these generations and their abilities to take us to great places – to better places than we've been!

Be the influence and have the impact you were born to have. No one else can take the place of you on this Earth!!

What do you hope the impact of your book will be?

A wake-up call for professionals to take personal responsibility for their careers. To understand that you can and do have influence over your career journey. I want professionals to:

- Be intentional about your talents and how and where you want to use them.
- Realize that whether you are in a leadership position or not, you are a leader.
- Succinctly tell your career story because it's the story of what differentiates you.

In summary, don't assume someone else is responsible for overseeing your career growth, trajectory and journey. Take the driver's seat and steer forward with intention and confidence.

Q & A



How did your career prepare you to write this book?

My human resources career directly prepared me through experiences developing job descriptions, career path documents, talent readiness assessment and succession planning efforts. As well as observing the practices and traits of leaders who could scale their talent contributions, while effectively managing their careers. The past 13 years as a leadership and career coach served to reinforce this knowledge, while demonstrating the relevance across industries and a broader variety of careers.

What did you learn about yourself as you wrote this book?

Apparently, I've learned a lot in my personal career journey and in observing, mentoring and coaching other's leadership and career journeys. I had more to say than I expected! I value knowledge transfer, the sharing of wisdom, and believe in the power of education. The ability to synthesize these components into practical, actionable steps that are replicable and sustainable was important to me. As was sharing and providing access to these concepts to a broader audience.

What are the most important messages in the book? For professionals? For Leaders?

Although potentially well-intended, neither your manager nor the company you work for are responsible for your career progression or success. You are!

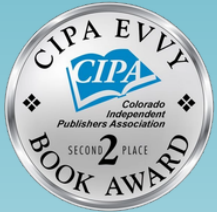
- Your career is yours to own and manage.
- There's a cost to not owning your career journey. Abdicating your power of choice or perspective to a corporate structure can lead to frustration, derailment and the underestimation of your abilities and potential.
- Owning your career isn't about entitlement; it's about co-creating and pursuing the experiences that interest, challenge and develop you and your talents.
- Confidence begins with courage. Advocating for yourself and your career journey requires courage, clarity, competence and confidence, along with a successful track record of proven accomplishments.
- Being a leader in your career and strategically managing it are an ongoing cycle and process, not one and done.
- Your career journey can be enjoyable and impactful. Career management and leadership are fun!



AWARDS & RECOGNITION



2026 Annual National Indie Excellence Awards
FINALIST | CAREER CATEGORY



2025 CIPA EVVY
SILVER MEDALIS | BUSINESS & CAREER CATEGORY



American Book Fest 2025 Best Book Awards
FINALIST | CAREER CATEGORY



2025 Readers' Favorite
GREEN MEDALIST | OCCUPATIONAL CATEGORY

BOOK BLURBS & QUOTES

“ The most prevalent distraction and waste of time, energy, and human potential in organizations is a lack of clarity around our perceived value, the impact of our work, and the career trajectory that is available to us.”

“ Managing your career is essential. If you don't, someone else will be more than happy to.”

“ At Leader Assist, our process is grounded in one of the core themes of my Three-Pillar Approach, namely, being proactive rather than reactive. This choice positions us to take action on what is important rather than allowing what is urgent to derail us.”

“ Abdicating our power of choice and limiting our perspective to a corporate structure or a manager's opinion can lead to frustration, derailment, and the underestimation of our abilities and potential.”

“

**Seize the opportunity
to step forward, take
charge of your career,
and be a leader for
yourself and others.”**

“

**It's when we overdo,
overcommit, and overdeliver
for an extended period,
overriding our message-action
alignment, that we position
ourselves for an unsustainable
workload. ”**

PAST MEDIA APPEARANCES

Making Change with Your Money Podcast with Laura Rotter CFA, CFP. Stories of women navigating transitions with financial confidence. EPISODE: “Intentionally Directing Careers: An Interview with Maria Kyriakos, CEO of Leader Assist Executive Coaching”. June 19, 2024

Link to Episode: <https://podcasts.apple.com/us/podcast/intentionally-directing-careers-an-interview-with/id1668418292?i=1000660641574>

HR Unplugged Podcast by BambooHR. *HR Unplugged* is a show for HR and business leaders unafraid to ask the tough questions needed to tackle the competing challenges posed by today’s complex global economy. Each highly interactive episode will feature unfiltered conversations with HR professionals. EPISODE: “How to Intentionally Map Your Career and Growth in HR”. May 13, 2025

Link to Episode: <https://podcasts.apple.com/in/podcast/how-to-intentionally-map-your-career-and-growth-in-hr/id1647599875?i=1000708299047>

Beyond the Bestseller Podcast with Kelly Schuknecht. A podcast for professional women, authors, and entrepreneurs who are ready to amplify their influence and impact. EPISODE: “Write a Book, Build Authority; How to Grow Your Business with Maria Kyriakos”. July 13, 2026

Link to Episode: <https://podcasts.apple.com/us/podcast/write-a-book-build-authority-how-to-grow-your/id1780870099?i=1000776567842>



MEDIA INQUIRIES

Email: info@leader-assist.com

For more information: www.leader-assist.com



BOOK INFORMATION

Title: Work It! How to Rock Your Career Intentionally

Published by: Leader Assist Publishing

Paperback ISBN: 979-8991470209

Book size: 8 x 10

Paperback Price: \$27.99

Ebook Price: \$9.99, available via Kindle Unlimited

For more information visit:

<https://leader-assist.com/work-it-book>

