

Media Kit

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Author: Lisen Stromberg
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Short Bios

Work PAUSE Thrive: How to Pause for Parenthood Without Killing Your Career

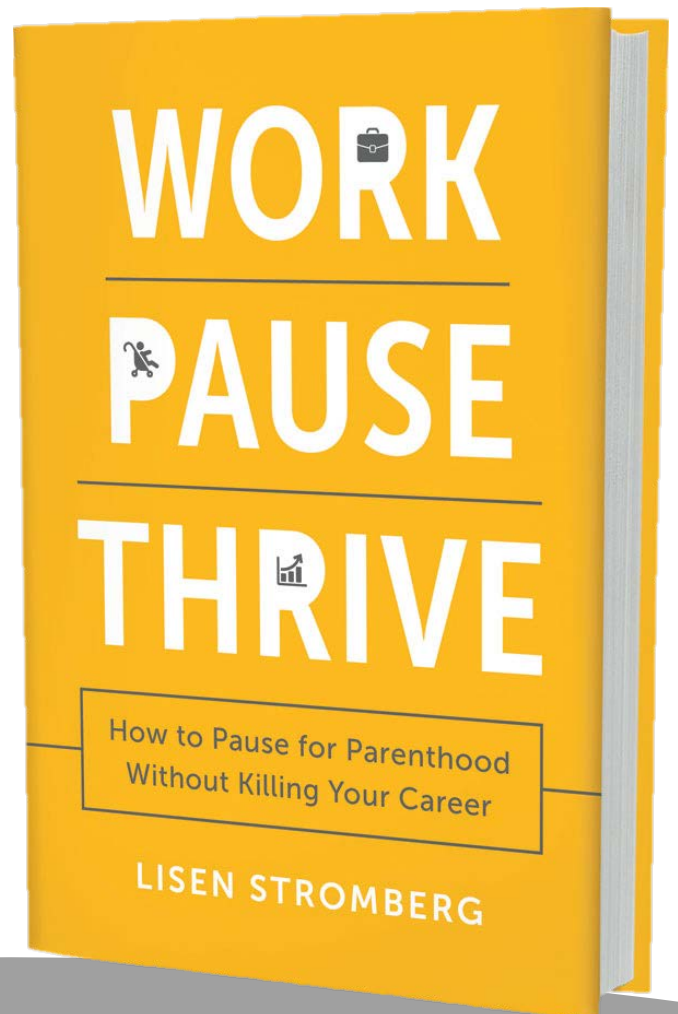
We worry that putting our family first means we'll be forced to abandon our careers. We're afraid if we pause our careers, we'll be forever off track. This thinking is outdated and doesn't reflect the truth of the careers of some of the most successful women in this country.

After the birth of her second child, author and advertising executive Lisen Stromberg did something she never imagined she would do: she opted out to focus on her family. But her career didn't end there. Lisen paused then pivoted to become a social entrepreneur and then an award-winning journalist writing about women, work, and life in Silicon Valley. Along the way, Lisen met many highly successful women who had never "opted out" but who had temporarily downshifted or paused their careers. What worked for them can work for you.

Deeply rooted in social-science research, cutting-edge data collected from nearly 1,500 women, and through 186 first-person interviews, *Work PAUSE Thrive* reveals how trailblazing women have disrupted the traditional career paradigm and how you can too. It's time to lead the life you want: one in which you can build a career and a family, and ultimately, your own version of a life well lived.

Lisen Stromberg

Lisen Stromberg is an award-winning journalist, sought-after speaker, and CEO and founder of PrismWork, a culture innovation consultancy. In her book, *Work PAUSE Thrive: How to Pause for Parenthood Without Killing Your Career*, she reveals how trailblazing women have disrupted the traditional career paradigm to achieve their personal and professional goals and provides readers with a blueprint for how they, too, can integrate kids with their career.



Author Bio

Lisen Stromberg is an author, culture innovation consultant, and widely regarded speaker who empowers people and companies to reimagine the future of work through work+life success.

Through her consulting business, PrismWork, Lisen and her team partner with companies, leaders, and advocates, to ensure women and Millennials thrive in the workplace. She is currently serving as the acting COO of the 3% Movement, committed to changing the ratio of women in leadership in the advertising industry.

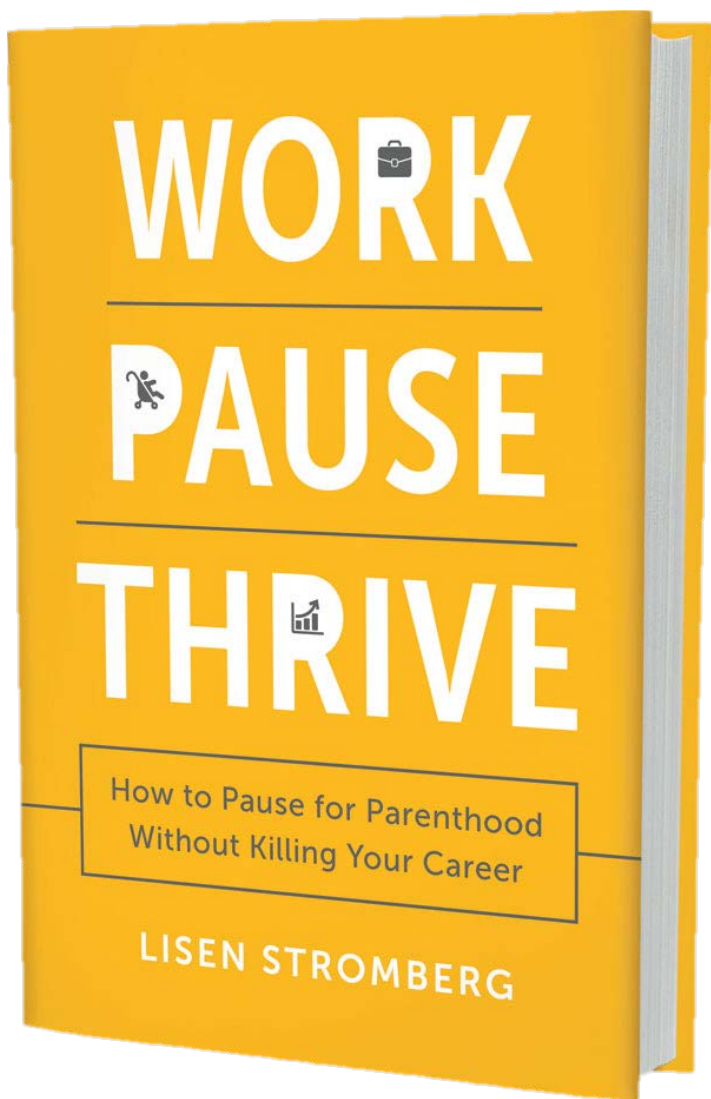
Lisen is also an award-winning independent journalist whose work can be found in The New York Times, Fortune, Newsweek, and other high profile media outlets. Her forthcoming book, *Work Pause Thrive: How to Pause for Parenthood Without Killing Your Career*, reveals how trailblazing women have disrupted the traditional career paradigm to achieve their personal and professional goals and how forward-thinking companies are creating workplaces that enable women (and Millennials) to thrive.

An in-demand speaker, Lisen has been on stage at numerous high profile conferences including SXSW, TEDx, and others. She speaks regularly at, and conducts workshops for, companies ranging from global Fortune 500s to tech start-ups.

Previously, Lisen had a successful career in marketing and business strategy working at companies such as Nestle Corporation and Foote, Cone & Belding Advertising. As Founder and President of Supporting Our Sons, she learned the thrill and challenges of being a social entrepreneur.

Lisen has a B.A. from Dartmouth College, an M.B.A. from the Haas School of Business at U.C. Berkeley, and an M.F.A. from Mills College.





After the birth of her second child, marketing and advertising executive **Lisen Stromberg** did something she never imagined she would do: she opted out and chose to stay home with her children.

But her career didn't end there. Stromberg paused, then pivoted to become an award-winning journalist writing about women, work, and life in Silicon Valley. Along the way, she met many highly successful women who told her they never "opted out" but had, in fact, temporarily paused or downshifted their careers. Their journeys revealed an alternative, non-linear path to the top that enabled them to reconcile family with their careers.

Book Bio

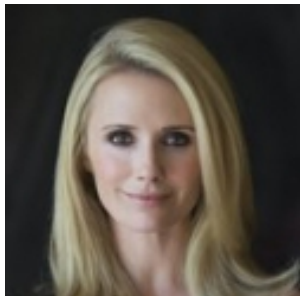
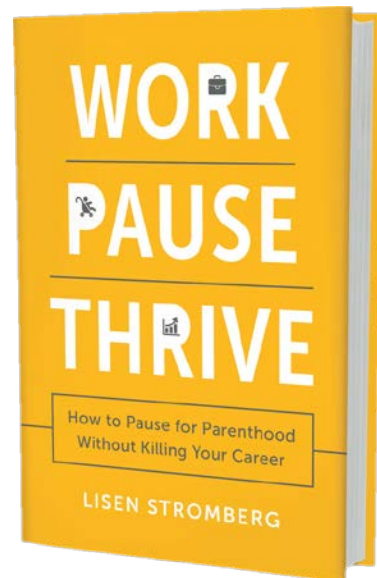
In *Work PAUSE Thrive: How to Pause for Parenthood Without Killing Your Career*, Stromberg details how these trailblazers disrupted the original paradigm by incorporating pauses into their careers and embraced all aspects of life. Deeply rooted in social science research, cutting-edge data collected from nearly 1,500 women, and through 186 first-person interviews, Stromberg provides a blueprint for stepping back from your career without sacrificing your ambitions. She shows you how to successfully opt not out, but in—not just to your career, but to your whole life.

With Stromberg's guidance, you'll learn:

- Who pauses and how and why
- How pausing can enrich both your career and your life
- How to innovate your own path by strategically incorporating a pause into your career
- What we can—and need—to do as a society to make it pausing possible for more people to achieve their personal and professional goals

There is a way to find integration when it comes to your work and your life. *Work PAUSE Thrive* reveals new and exciting trends in the workplace and offers targeted solutions for companies to help ensure both women and men are able to lead the lives they want, lives in which they can build both a career and a family.

Book Praise



“Work Pause Thrive represents! It details how inflexible workplace structures, public policy failures, and cultural stigmas against parents in the workplace hold women AND men back from living lives of authenticity and meaning. This is a must read!” – **Jennifer Siebel Newsom**, Founder and CEO of The Representation Project



“Ask yourself two questions. Do you want women to make as much impact as they can on society? Do you want men to full engage as fathers? If your answer is “Yes” to either or both questions then read this book! And buy a copy for your daughters and sons. – **Guy Kawasaki**, Chief evangelist of Canva and former chief evangelist of Apple

“Lisen Stromberg takes the prevailing cultural narrative that anything other than working all-out, all-the-time in our punishing American work culture is a career killer...and turns it soundly on its head.” **Brigid Schulte**, Author of the New York Times bestselling *Overwhelmed: Work, Love & Play when No One has the Time*

“Work Pause Thrive is a landmark! It's the must-read manual for working women who don't want to look back with regret on either career or family choices.” **Nancy Vonk**, Co-Founder, Swim and author of *Darling You Can't Do Both (And Other Noise To Ignore On Your Way Up)*

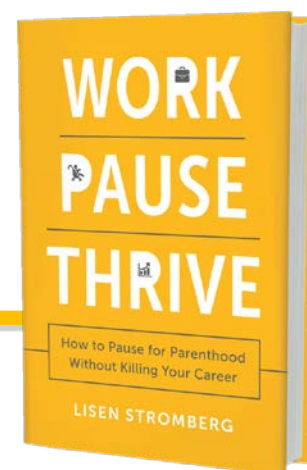
“Lisen Stromberg understands today's fathers are a critical part of the solution.” **Josh Levs** author of *All In: How our Work-First Culture Fails Dads, Families, and Businesses - And How We Can Fix It Together*.

“Work Pause Thrive is a call to action so individual companies and our country as a whole will finally focus on providing meaningful solutions for all parents.” **Joan Blades**, Co-Founder of MoveOn.org and MomsRising.Org

“Work Pause Thrive is a must-read for any leader serious about talent management!” **W. Brad Johnson, PhD and David Smith, PhD**, authors of *Athena Rising: How and Why Men Should Mentor Women*.

“Take heart, somewhere in these pages is a brave example that will work for YOU!” **Lisa Stone**, Founding CEO of BlogHer, board director, advisor.

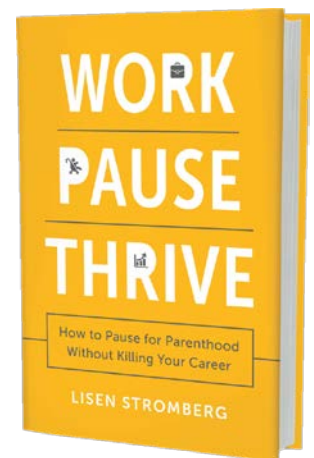
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Book Excerpt

Click [here](#) to download the full first chapter.



CHAPTER 1

Disrupting the Paradigm

Successful Women Pause

“The path to success is never quite what you imagine it to be.”

—Women on the Rise survey respondent

Bowls of pasta, platters of chicken, and salads of all sorts were laid out atop the long dining table at my friend Sue’s house. Wine glasses were filled high and emptied quickly. Around the table women shared stories about their children’s senior proms, upcoming high school graduation activities, and plans for the future. We were having a reunion of the New Mothers Support Group and we twelve proud women had much to celebrate.

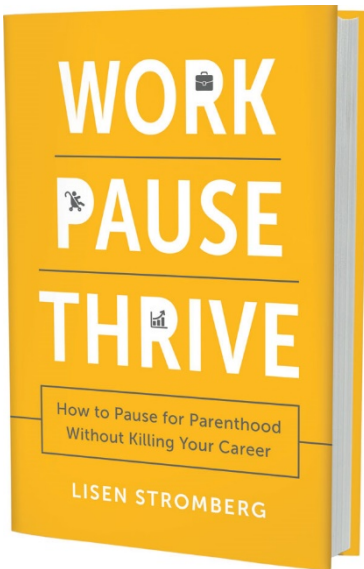
Tibi’s daughter was going to Georgetown to study engineering; Lisa’s son was headed to University of Colorado. Grace’s daughter would be attending college in Texas. My daughter was heading across the country to attend her dream school, Wesleyan University. Just the thought of her leaving could bring me to tears so I tried not to think about it. Tonight it was hard not to.

These women, these other not-so-new mothers and I, had been gathering since the spring of 1996 when we had all given birth at Stanford Hospital. We originally met at the New Mother Training Class recommended to us by our doctors. Once a week, we sat in a circle sharing

STORY IDEAS FOR REPORTERS:



1. Disrupting the Paradigm: Successful Women Pause
2. Innovating the Path: *Work PAUSE Thrive* Non-Linear Careers
3. Pausing and the Issue of “Choice”
4. The Politics of Pausing
5. Men Want a Place in the Home
6. The Workplace Is Changing, Slowly
7. Conscious Careers, Conscious Choices
8. Working: The Foundation for Your Non-Linear Career
9. Pausing: The Innovator’s Solution
10. Thriving: The Career You Deserve, the Life You Want
11. Money Matters, Plan Accordingly
12. Women on the Rise Survey



Part I provides readers with insight into what other women have done to create, as one Women on the Rise survey respondent wrote, “lives well lived rather than lived in lives.”

Part II offers insight into how and why it remains deeply challenging to integrate kids and careers.

In Part III, the book offers strategies and tactics to help readers develop their own personal plans for integrating caregiving with careers.



“Work PAUSE Thrive is what I wish I had when I was embarking on my journey as a woman, a professional, and a mother. It is not a panacea but rather an alternative view for how to manage the challenges we face as mothers (and fathers) in a culture that doesn’t value that which is most important to us: our families.”

Lisen Stromberg

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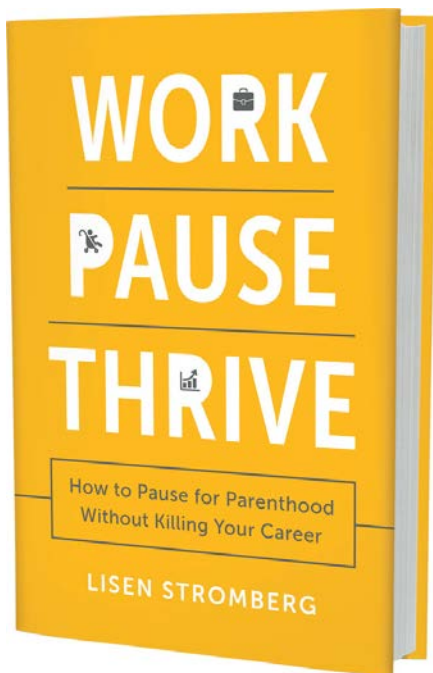
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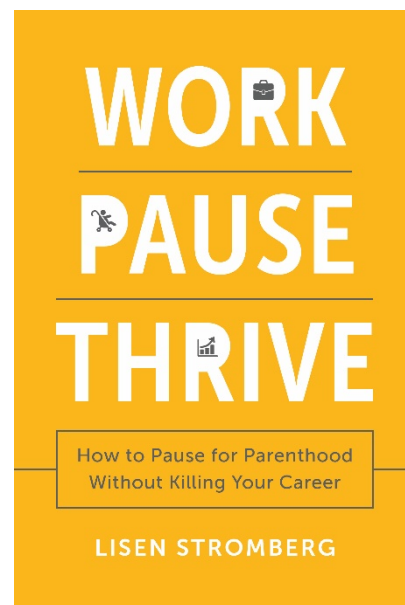
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