



Holmdel Author's New Book Helps Achieve Professional & Personal Goals

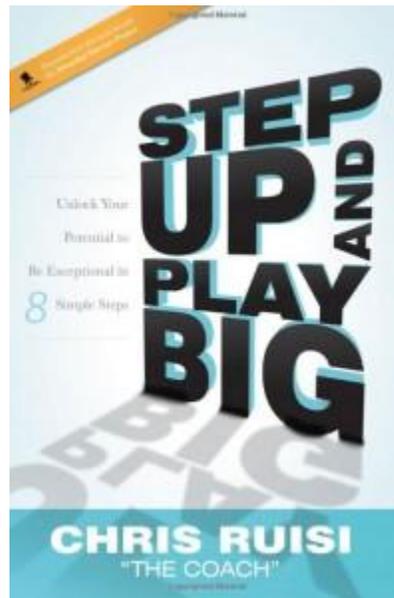


By: Rosetta Key | June 11, 2012

Are you hoping to climb the corporate ladder but have no idea where it is? A Holmdel resident places years of accumulated wisdom in a book aimed at giving you eight simple steps to achieving professional success.



Chris "The Coach" Ruisi



Step Up And Play Big by Chris Ruisi

The book is titled 'Step Up and Play Big' by author Chris Ruisi. He says courage and developing a clear vision is what helped him go from working in the personnel department at USLIFE Corporation to becoming its COO/CEO.

Ruisi says his ascent up the corporate ladder began by communicating with his boss. "If most people approached it properly when they spoke to their bosses, their supervisors or whatever, they might find their superiors being receptive to them looking for opportunities to do more." He goes on to say, "when he saw it work for me, I realized it could work for others but the key is, the person has to want to do it. I can lay out the possibilities. I can show a path. I can show the strategies but at the end of the day, that individual has to want to take that first step."

Listen to a conversation with Chris Ruisi



Ruisi is candid when he talks about the simplicity of his book. “I like things in a condensed version. It may not be the all-encompassing book that someone out there is looking for but it all starts with having a vision. If you’re not clear as to where you want to go. You may be stepping up but maybe on a very temporary basis. Ruisi talks about the need of creating a vision and making a commitment to following through on it.”

His book leads you to the final step of creating your own personal development plan and has the reader create plans with goals to achieve in 90 day increments. He says the plan helps to prevent you from biting off more than you can chew and getting discouraged. He says lots of people give up at that point. He calls this self sabotage. “He says if you break things down into smaller pieces they’re a lot easier to achieve and the minute you begin to achieve things, you’ll see some small victories, you’ll start to earn and develop confidence in yourself and as you develop that confidence you’re then willing to take the next risk.”

Given our present economic realities Ruisi believes this is the perfect time to release this book. He says business leaders and proprietors can not sit around and hope things will get better. He says you have to make things better. He suggest that this is a book is not passive but proactive in its approach.

Ruisi, who’s youngest son is in the military, is allocating twenty percent of the book’s proceeds to The [Wounded Warrior Project](#) He says the organization embodies the principles contained in the book. “He says when you think about when someone decides to join the military, decides to become a defender of our freedoms. They’re stepping up in a way that none of can sometimes appreciate or understand.”

The book will be available for sale on June 26th and he’s hosting a launch party that day at the Oyster Point Hotel in Red Bank. However, he says it can be purchased on Amazon right now. He says it will also be on other web sites including his own at [chrisruisi.com](#) and [stepupandplaybig.com](#).

Ruisi is a Motivational Speaker and Mentor who founded The Coach’s Zone, which offers executive coaching to improve business results.