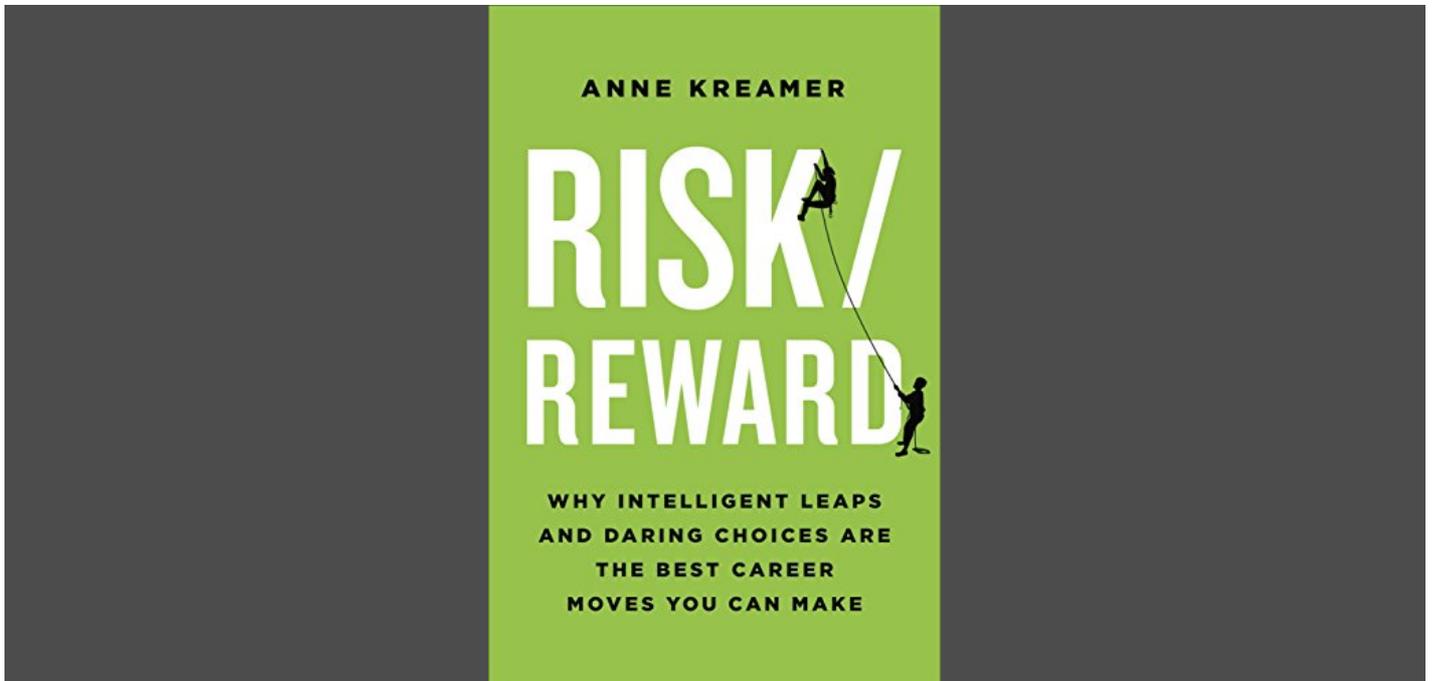


PDF | Risk/Reward: Why Intelligent  
Leaps and Daring Choices Are the  
Best Career Moves You Can Make

by Anne Kreamer



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**A persuasive and eye-opening look at the importance of embracing risk in our working lives—and how to use it to achieve lifelong career success**

Some of us relish the chance to fly without a net, others . . . not so much. But no matter how adventurous we might be in our personal lives, most of us are wary of allowing risk into our careers. With an economy in constant flux and a job market in which uncertainty is the only constant, stepping outside one's comfort zone can feel dangerous. But as the findings of this eye-opening and urgent book attest, the *avoidance* of risk might pose the greatest danger of all to our career prospects.

In *Risk/Reward*, trend-spotter and career guru Anne Kreamer makes the compelling case that embracing risk is essential to managing a twenty-first-century career. Risk-taking isn't just for entrepreneurs, nor does it require working on a figurative tightrope. Rather, Kreamer says, conscious, consistent, and modest risk-taking can help us become more able to recognize opportunity when it appears, and more likely to seize the chance to make the right change at the right moment.

*Risk/Reward* presents a framework for making the most of today's ever-evolving workplace and turning risk-taking into a daily practice. Using proprietary data from three national studies about the American worker, Kreamer explores the importance of career risk-taking through profiles of four Risk/Reward personality types: Pioneers, Thinkers, Defenders, and Drifters. She presents a Risk/Reward Matrix that anyone can use to identify his or her own innate risk threshold, and she identifies constructive ways to implement risk in everyday situations—from initiating an uncomfortable conversation with a boss to sharing out-of-the-box ideas with colleagues or constructively challenging long-held practices in an organization.

Peppered throughout *Risk/Reward* are insights and hard-won wisdom from notable achievers such as bestselling author Anna Quindlen, journalist Jane Pauley, CNBC financial maven Jim Cramer, thought leader Po Bronson, and Facebook COO Sheryl Sandberg. Timely and insightful, *Risk/Reward* is a unique blend of practical and inspirational wisdom that even the most risk-averse person can harness on the path toward success and fulfillment.

**Praise for Anne Kreamer's *It's Always Personal: Navigating Emotion in the New Workplace***

"A stimulating read bolstered by . . . some of the best recent work on emotional intelligence and the science of happiness."—*The Wall Street Journal*

"So what should be the rules and boundaries for showing how you feel while you work? That's a question asked and answered in Anne Kreamer's fascinating . . . look at an issue that rarely gets discussed."—*The Washington Post*

"Finally, someone is willing to unpack the morass of anger, anxiety, sadness, and joy that drives the workday. . . . [Kreamer] has hit the 'It's about time!' button."—*Elle*

"[A] lively, well-researched exploration of emotions on the job."—*Oprah.com*

"Explores how to be true to your 'emotional flashpoints—anger, fear, anxiety, empathy, happiness and crying'—without sabotaging your career."—*The New York Times Book Review*

*From the Hardcover edition.*



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