

# Dee Ann Turner

## About Dee Ann Turner

Dee Ann Turner is a 35-year veteran in identifying, selecting, and growing talent. She has unparalleled insight and experience in talent acquisition, career and leadership development, and organizational culture. Author and speaker, Dee Ann is the former vice president of talent for Chick-fil-A, where she helped shape the company's historically remarkable culture. In her first Amazon chart-topping book, "It's My Pleasure: The Impact of Extraordinary Talent and a Compelling Culture," Dee Ann took readers behind the scenes of Chick-fil-A for explanations and action steps any business could adopt. Her second book, "Bet on Talent: How to Create a Remarkable Culture That Wins the Hearts of Customers," was named one of the best books to read in 2020 by Harver. It dissects numerous industry-leading organizations' strategies alongside explanations of Dee Ann's original approaches to the most crucial decisions in business. Out on March 2, 2021, Dee Ann's highly anticipated third book, CRUSH YOUR CAREER: ACE THE INTERVIEW, LAND THE JOB, AND LAUNCH YOUR FUTURE, is a guide to understand ourselves and our goals better, demystify the modern job market and workplace, and help us discover personal passion and purpose. An experienced mentor and leader teaching organizations how to find and keep extraordinary talent, she now teaches talent how to be extraordinary. Today, she leads her own organization, Dee Ann Turner & Associates, LLC, where she widely shares her wisdom through speaking opportunities, coaching, and consulting. Dee Ann lives with her husband just outside of Atlanta, Georgia. For more information, please visit [DeeAnnTurner.com](http://DeeAnnTurner.com)



7.3K



1.8K



2.2K



2.6K

## Why Dee Ann Turner?

- An expert on contemporary issues in the workplace, Dee Ann uses her signature warm but direct style to give clear, experiential answers and actionable tips on how to navigate and succeed in your career.
- As the first female officer at Chick-fil-A, Dee Ann broke down barriers and redefined possibilities in business culture and performance.
- A three-time author, Dee Ann has gained national recognition from top-tier media for her expert advice, including pieces in Forbes, HuffPost Business, Fortune, Fox News, Atlanta Business Chronicle, Publishers Weekly, and over 150 podcast appearances on shows like Story Brand with Donald Miller, Dose of Leadership, Leadership Freak Podcast, and iHeart Radio with John Eades.
- Dee Ann is a prominent speaker. She speaks at conferences and companies worldwide such as The Coca-Cola Company, Dr. Pepper Snapple, Encompass Health, Public Relations Society of America, Global Leadership Summit Breakfast, The US Air Force Academy, The US Air Force Academy, National Association of Black Accountants, The Architect of the Capitol and more, sharing valuable wisdom about talent rooted in experience and action.



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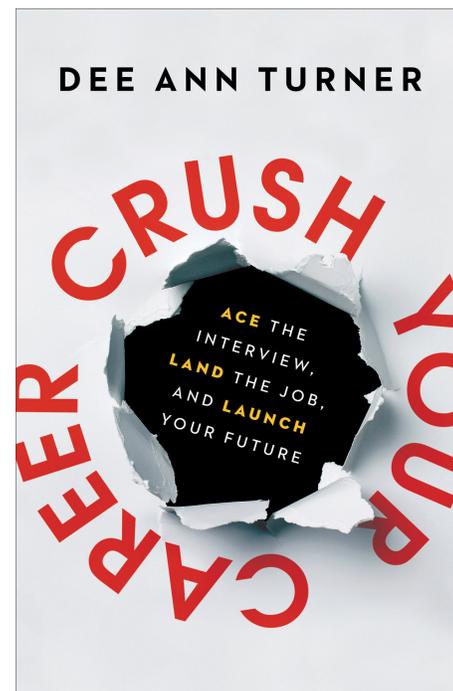
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# About Crush your Career

In her third book, *CRUSH YOUR CAREER: ACE THE INTERVIEW, LAND THE JOB, AND LAUNCH YOUR FUTURE*, Dee Ann draws on her more than 30 years of leadership and expertise in talent acquisition, development, and company culture to create a timely professional aid that is akin to having a personal career coach on call. Part concrete roadmap, part provocative push to understand ourselves and our goals better, *CRUSH YOUR CAREER* guides readers through their career life-cycle from landing the job to leaving the job. Written in Dee Ann's signature warm but direct style, the book relies on relatable anecdotes, veteran wisdom, and precise questions to demystify the modern job market and workplace and help readers discover personal passion and purpose. With self-reflective chapter conclusions asking "What's My Story?" recap questions designed to prompt both introspection and action, readers can expect to learn new things about not only themselves, but their career and life goals.

## Why Crush your Career?

- Dee Ann breaks *CRUSH YOUR CAREER* into four distinct parts: Part I: Get a Job; Part II: Keep a Job; Part III: Grow a Career, and Part IV: Leave a Job. Each section takes a holistic deep dive into the presented goal, exploring pressing contemporary issues ranging from social media's role in a job search to how to best position oneself for promotions and leadership.
- Through unique storytelling and past experiences, Dee Ann speaks to the importance of preparing to start a career by valuing early employment, volunteer work, and fundraising efforts. Dee Ann emphasizes not discounting your early years, as this is where work ethic and character are developed.
- A job is a part of who we are, but it does not define us. Dee Ann feels strongly about breaking down the difference between making a life and making a living. She guides readers to see a job from the viewpoint of discovering your purpose-- not merely receiving a paycheck.
- Dee Ann offers various tips for moving from a doer to a leader and effectively leading through change. With the world's common state of uncertainty, the job market has taken a massive hit. Companies have been faced with layoffs, while others have gone completely under. Dee Ann uses her years of expertise to guide emerging leaders through times of change and how to navigate early leadership experiences.
- According to Dee Ann, "the reality of life is that success at anything begins with relationships." *CRUSH YOUR CAREER* offers clear points on cultivating meaningful career relationships by being self-aware, listening well, paying attention, growing trust, and managing expectations.
- Dee Ann uses five questions to help readers know if it might be time to move on to the next opportunity. If you are on the verge of breaking up with your job, Dee Ann suggests considering questions including: Do you have a meaningful purpose in your job? Does the work resonate with your core values? And, do you enjoy the people you work with daily?



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# Suggested Interview Questions

- This is your third book where you share your insight and wisdom on careers and the workplace. Tell us how this differs from your first two books and what motivated you to write this one?
- You talk a lot about personal purpose and how understanding our calling is critical for finding a career that gives our work life meaning. Walk us through how you find your purpose.
- What would you tell someone who is just graduating college and trying to navigate the tough job market right now?
- You argue that negotiating salaries is a must, even during a time like this. How can candidates and employees still speak up for themselves while being mindful of the current job climate?
- There are differences between being a pushy and persistent candidate, and with your veteran hiring background, I'm sure you've mastered identifying the fine line between them. Tell us - how can you be persistent without being pushy?
- Many people struggle with not knowing what they want to do and not knowing how to figure it out and move forward. What advice do you have for those who feel stuck?
- CRUSH YOUR CAREER speaks to the best next steps for each career stage. From graduation and job seeking, to growing at your own company and in your career, to leaving your job and pursuing new opportunities. If you could boil everything down to the best piece of advice for each career stage, what would it be?
- Social media is more prevalent than ever, and we hear many stories about it playing a negative role in job hiring. However, you talk about how candidates can use social media to their advantage to get noticed by companies. Talk to us a little about that.
- You write that there are three main things that organizations look for in new employees - strong character, competency, and chemistry. Tell us why those are so important, and how can interviewees nail those during the interview process?
- Managing relationships is something that you call out as being one of the most important ways to find success in your job. Why can good relationships make or break your career?
- We are all taught the importance of setting goals. Walk us through the difference between a goal and a vision and why it's crucial to establish these.
- We're all human, so making mistakes is inevitable. You share a story in your book about misspelling "restaurant" on important collateral and how you recovered from it. How do you bounce back from making a mistake and not let it consume you?
- Many of us experience a time in our lives where we go from being a "do-er" to being a "leader." You write how hard it can be to break the "doing" cycle and effectively delegating so that you can manage a team. Share with us how you had to change your mindset in your first leadership role to avoid failure?



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