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Note to Twentysomethings: Choose Action over Perfection

New book gives young adults tools to make life happen

(Philadelphia, PA) -- The cultural perception of twentysomethings is of a vast group of free-spending partiers who sponge off their parents and take advantage of their employers. Glued to their ear buds, cell phones, and laptops, they seem directionless, and take forever to get their lives together. The reality, of course, is far more complex.

For many twentysomethings, it's a problem of too many choices combined with a sense of entitlement about income, job status, and standard of living. A prima donna, cavalier attitude about money leads to frustration when twentysomethings end up back home with their parents. The downturn in the economy has heightened this "boomerang" effect, and huge numbers of Baby Boomer parents of twentysomethings are finding their empty nests aren't empty any more.

Author **Susan Berg, Ph.D.**, knows that most twentysomethings are in transition, a time of change, confusion, and lack of clarity. Too often, they stall in their development throughout their twenties and even early thirties. Many won't act until the "perfect" situation arises (think CEO-level job right out of college). There is lots of career guidance out there, but it is too old school, complicated, boring, and unfocused. What's needed is a fresh look at the needs of twentysomethings, starting with choice-making skills and coping strategies, but also including a great, big reality check.

Choose On Purpose for Twentysomethings: Finding work you love, places to grow, people who care, does all that and more, yet at its heart are three simple questions:

- What do you want to be?
- Where do you want to be?
- Who do you want to be with?

Choose on Purpose gives twentysomethings a direct, uncomplicated way to launch their lives and their careers. Using a friendly, coffee shop chat approach, it helps readers get out of the ether and into the wider world by emphasizing relationships and a knowledge base that supports action. For millions of young people, it may be just what's needed to walk confidently into full-blown adulthood.

Choose On Purpose is a powerful tool for parents, educators, and employers, too. The author's research and insights into twentysomethings provide both big picture analysis and detailed solutions for all who seek to support young people. With an interactive website, speaking engagements, and coaching services, Susan Berg and her cadre of twentysomething contributors are a unique and timely resource.

Transition expert Susan Berg, Ph.D., is an award-winning international speaker, facilitator, consultant, and author. Her career-long focus on mastering change has won praise from Fortune 500 giants and renowned humanitarian non-profits alike, and is now helping to guide twentysomethings through the minefield of early adulthood. She is Managing Partner and Founder of the Choose On Purpose Institute, a results-based consulting firm that brings clarity and confidence to people experiencing change and confusion, from corporate CEO's to college grads.

To find out more about *Choose On Purpose*, view Susan Berg's speaking schedule, or to download media or speaker's materials, visit

www.ChooseOnPurpose.com