

## Author Press Kit

### Table of Contents

➤ Book Details	Page 2
➤ Author Contact Information	Page 4
➤ Author Bio	Page 4
➤ Book Excerpts	Page 5
➤ Book Endorsements	Page 7
➤ Book Reviews	Page 8
➤ Sample Book and Author Q&A	Page 10
➤ Image Links	Page 14
➤ Media Links	Page 15

## Book Details

Book title

Self-Advocacy

Book sub-title

Your Guide to Getting What  
You Deserve at Work

Author Name

Shailvi Wakhlu

Genres

Non-fiction

Business & leadership

Career success

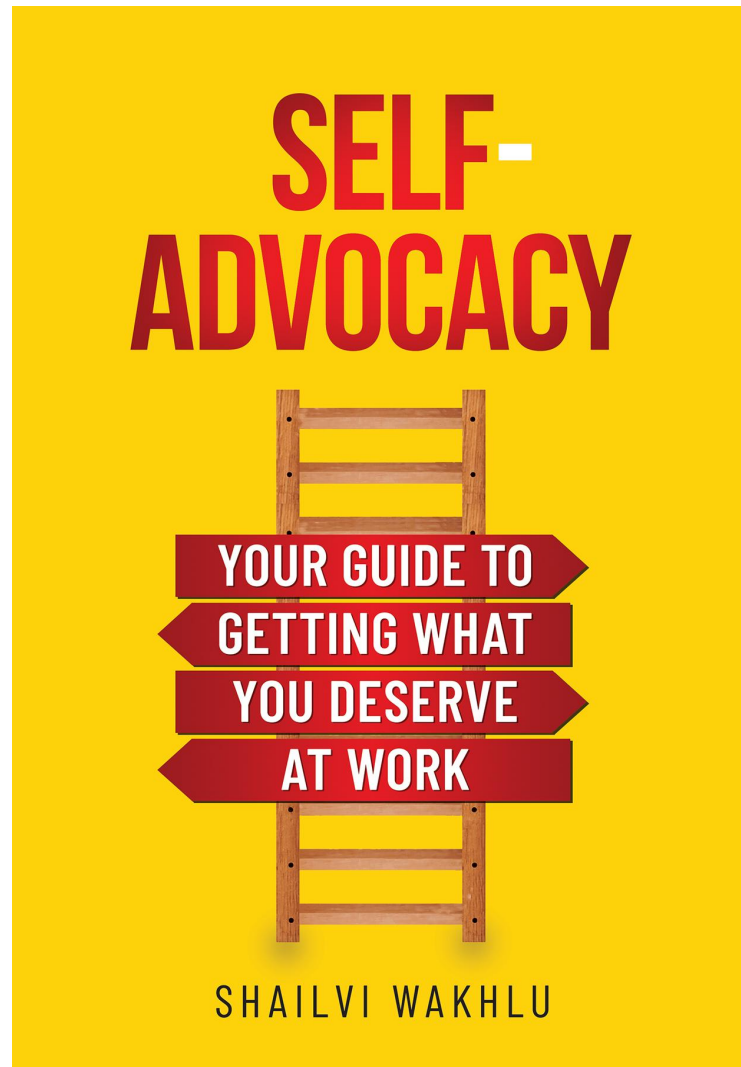
Self-help

Publication date

September, 2023

Print Length

157 pages



## Key takeaways from the book

The book provides frameworks and actionable items for people who struggle with self-advocacy, as well as people who want to help their teams get better at self-advocacy. Readers will learn:

- ★ Types of self-advocacy, why it can be difficult, and its importance in the workplace
- ★ Developing self-advocacy skills by reframing limiting beliefs, rephrasing external narratives, practicing, and setting measurable goals
- ★ Why and how to help others with self-advocacy, as a leader or a peer
- ★ Practical tips to navigate real-world situations such as a job promotion, compensation discussions, and happiness

## Purchasing information

<a href="#">US</a>	<a href="#">UK</a>	<a href="#">Germany</a>	<a href="#">France</a>	<a href="#">Spain</a>
<a href="#">Italy</a>	<a href="#">Netherlands</a>	<a href="#">Japan</a>	<a href="#">Brazil</a>	<a href="#">Canada</a>
<a href="#">Mexico</a>	<a href="#">Australia</a>	<a href="#">India</a>	<a href="#">Sweden</a>	<a href="#">Poland</a>

Author-signed copies are [available on Etsy](#).

## Formats available

<b>Format</b>	<b>ISBN</b>	<b>Online Pricing (US)</b>
Paperback	978-1-953640-22-2	\$17.49
Hardcover	978-1-953640-23-9	\$21.49
eBook	978-1-953640-24-6	\$9.49

Library of Congress Control Number (LCCN): 2023915615

## Book description (from the book's back cover)

Elevate your career with the indispensable guide, "Self-Advocacy: Your Guide to Getting What You Deserve at Work." In the modern workplace, self-advocacy is the cornerstone of success. This book unveils a pragmatic blueprint for honing your self-advocacy prowess, delivering benefits for your personal growth, and fostering a robust team dynamic.

Dive into transformative strategies that dispel self-imposed limitations, propelling you towards realizing your aspirations. Whether you're a seasoned leader or an up-and-coming professional, this guide is for you. Discover how to curate a bespoke career plan that aligns with your ambitions while gaining insights into promoting self-advocacy skills within your team.

Uncover the secrets of effective negotiation, granting you the tools to navigate intricate conversations and secure those coveted promotions, raises, and new opportunities. Armed with proven frameworks, you'll orchestrate discussions that consistently yield the outcomes you seek.

Break free from self-doubt, seize the reins of your potential, and sculpt a future brimming with accomplishments and empowerment. Embark on this transformative expedition today—grab your copy now and unleash the force of self-advocacy in your journey towards career satisfaction!

## Author Contact Information

**Website:** [shailvi.com](http://shailvi.com)  
**Email:** [shailvi@shailvi.com](mailto:shailvi@shailvi.com)  
**LinkedIn:** [@ShailviW](https://www.linkedin.com/in/ShailviW)  
**Twitter:** [@ShailviW](https://twitter.com/ShailviW)  
**Instagram:** [@ShailviW](https://www.instagram.com/ShailviW)  
**YouTube:** [@ShailviW](https://www.youtube.com/ShailviW)  
**Facebook:** [@Shailvi](https://www.facebook.com/Shailvi)  
**Amazon author page:** [@Shailvi](https://www.amazon.com/Shailvi)

## Author Bio

Title (5 words)

Self-Advocacy Author and Data Leader



Short Bio (97 words)

Shailvi Wakhlu is a Technology Leader and International Keynote Speaker. She is the former Head of Data & Analytics at Strava and Komodo Health. Every year, Wakhlu speaks at 25+ global conferences and Fortune 500 corporate events on Self-Advocacy and Data. Her sixteen-year career has included companies such as Salesforce, Fitbit, and a software startup she co-founded. Wakhlu's self-advocacy expertise comes from being a practitioner at startups and large companies across three continents. Wakhlu grew up in India and studied engineering at Illinois Tech, Chicago. She currently lives in San Francisco with her husband and their sixty plants.

Long Bio (159 words)

Shailvi Wakhlu is a Technology Leader and International Keynote Speaker. She is the former Head of Data & Analytics at Strava and Komodo Health. Her sixteen-year data and engineering career has included companies such as Salesforce, Fitbit, and a software startup she co-founded. Shailvi's self-advocacy expertise comes from being a practitioner at tech startups and large companies across three continents.



Wakhlu speaks on self-advocacy and data at twenty-five or more global conferences and Fortune 500 corporate events each year. She also teaches online courses on these subjects to a global audience.

Wakhlu offers individual and group coaching. She has helped hundreds of people grow their self-advocacy skills and reach important career milestones faster. She is also an investor and advisor to several high-growth startups.

Wakhlu grew up in India and studied Computer Engineering at Illinois Tech in Chicago. She loves to travel and has visited thirty-two countries. She lives in San Francisco with her husband, Govind, and their sixty plants.

## Book Excerpts

“Self-advocacy means acting when we have a chance to influence something that is advantageous for us. It's about making sure we don't pass up the opportunity to speak up and bring about positive change, especially when staying silent might not lead to the best outcome for us. In such situations, self-advocacy involves intentionally raising our voices to make a difference and bring about the desired changes.”

“Self-advocacy is not limited to external actions; it also involves an internal commitment. You pledge to prioritize your needs and silence the voice that undermines your worthiness. It motivates you to carve out time for self-reflection, determining your desires, requirements, and opportunities. Leaving life and career to chance is not the best approach; instead, self-advocacy empowers you to take control and shape your own path, ensuring a more purposeful and fulfilling journey.”

“Advocating for yourself is like making an investment in your career. And investing in your career is one of the most valuable things you can do for yourself. Because when you prioritize your career, all the effort and time you put into it becomes truly meaningful. We have to be comfortable, confident, and genuine in advocating for ourselves.”

“Finding the right words becomes easier when you understand your motivations and consider the specific details you value. While it's beneficial to

craft precise messaging, don't overcomplicate it. Simply reflect on your genuine emotions about an accomplishment, and the words will naturally flow. There's no fixed formula for success stories; be authentic and talk about what genuinely matters to you."

"When you communicate your needs, providing the reasoning behind them can be beneficial. It allows others to grasp both the logical and emotional aspects of your request. Demonstrating that you've carefully considered the pros and cons also adds value. Clearly state what you stand to gain from the request. Be intentional about highlighting any potential benefits for them or others as well. Even if the positive benefit to them is less immediate, people are more likely to help when they can see the upside for themselves."

"At a previous job, I was promised a management role in the team, but it took longer than expected because there were no available positions. However, an unexpected chance arose when our team needed to hire a candidate within thirty-six hours. I had already prepared my pitch and process, which I shared with my boss beforehand. As a result, I became the hiring manager for this new role from a pool of internal candidates. It taught me that unexpected opportunities can arise anytime, and being prepared is something within our control!"

"Self-advocacy is not a zero-sum game. When advocating for someone (yourself or a group you belong to), you aren't taking something away from someone else. It is important to remember this, as there is often a false narrative that implies some underlying competition. Women's rights and needs in the workplace aren't about diminishing men's rights. Addressing underlying biases against underrepresented groups in the industry won't result in taking jobs away from overrepresented groups. Advocacy is about creating equity and improving outcomes for those who don't have great outcomes right now."

"There is something in it for you when you, as a leader, empower your team to advocate for themselves! Businesses do well when people take ownership. Great leaders empower teams and individuals and encourage them to ask for what they need."

## Book Endorsements

### **Mark Gainey, Chairman & Co-Founder at Strava**

"A great read! Shailvi does a masterful job of bringing simplicity to a complex topic and outlining self-advocacy steps anyone can apply to their careers and life."

### **Mike Micucci, CEO Fabric Commerce**

"Shailvi's work on self-advocacy is more than mere guidance; it's a distillation of hard-earned wisdom and courage from years within the industry. Her masterclass on growing your career through self-advocacy is inspiring; it's essential reading for anyone seeking to grow their career with authenticity and strength."

### **Lois Creamer, Book More Business**

"We aren't born with innate skills of self-advocacy. The author shares how to develop your personal skillset. Whether you're hoping for the corner office, the boardroom, or personal fulfillment, this book will fast track your success. Stop allowing opportunities to slip away. Apply the insights within these pages and transform your work, and your life!"

### **Amy Waninger, CEO, Lead at Any Level**

"Self-Advocacy by Shailvi Wakhlu not only empowers individuals but also equips leaders to cultivate diverse teams. This book provides actionable strategies for navigating career landscapes while embracing the power of advocacy and collaboration. A must-read for those championing workplace inclusivity."

### **Neil Thompson, founder of Teach the Geek**

"Self-advocacy may not come easy for many, but it's the best way to let others know your value. Shailvi's book will help you grow from complaining to those who can't help you to influencing those who can. Definitely worth a read!"

### **Karen Catlin, author of Better Allies**

"Developing self-advocacy skills is an important investment for our careers. And for women working in male-dominated fields, it's essential. Wakhlu's book provides a framework for everyday self-advocacy, as well as for landing important milestones such as promotions, raises, and job offers."

## Book Reviews

As of 9/26/2023 on Amazon

### Customer reviews

★★★★★ 5 out of 5

23 global ratings

#### ★★★★★ Anna

You know how sometimes you read a book and think to yourself “I wish I read this earlier!”? This is one of the books that made me think this way.

As a female coming from [a] culture where being humble is considered a very important and positive trait - I had to go through all the difficulties of learning how to speak out. And I'm still not there yet. But I am certain thanks to the information in this book I can get so much further!

The book is amazing! It has so many gems! My favorite part of it is that it gives a very actionable framework and set of tools to learn and improve on self advocacy. Every chapter has assignments to do that help you practice, and it helps you to create a plan on the crucial skills. I have written down the steps I'm going to take and am so excited to put it to action!

#### ★★★★★ Fan Zhang

This book arrives as a timely and indispensable companion for professionals on the path to mastering the art of self-advocacy. With over a decade of experience as a software engineer under my belt, I find myself reminiscing about how transformative this book could have been if I had encountered it earlier in my career. Raised within an East Asian cultural context that often prioritizes modesty over assertiveness, the notion of self-advocacy was not ingrained in me. This remarkable book not only imparts practical strategies but also offers a profound shift in perspective, encouraging us to shed the cultural shyness that may hold us back from advocating for ourselves. It's a resounding reminder that we deserve to be our own advocates. Whether you're embarking on your professional journey or seeking to fine-tune your toolkit, this is an absolute must-read that will empower you to navigate the intricate workplace landscape with confidence and authenticity.

#### ★★★★★ Christine

As I read through this book on Self Advocacy I found myself thinking, from start to finish, how this might have been so useful to me throughout my already several decades of work history. My career has changed along the way, starting in one field, moving on to another, before returning to the former. Had I been aware of how to identify my needs and values I might have been on a happier, more linear, path. I say happy, rather than successful because, as the author also points out, we all prioritize our needs in different ways. The book lays out such a clear path to identify what those needs are and how to reach a level of personal belief in your skills and worth that it seems impossible to fail at getting what you want and deserve.

In a nutshell, this is an easy read and so worth the time. Even if you don't want to put the work in, it will surely give you pause. And while there are numerous references to the corporate world where there is often more clarity in terms of promotion paths, I think it applies to any field, whether one works independently or on a team, for a small business or a Fortune 500. Anyone can finish this book with a greater awareness of how to advocate for themselves. And I would extend that not just to one's career growth, but how to advocate for oneself outside of the world of work, i.e. with regards to one's health or personal relationships. This should be required summer reading for college prep. Or as part of career planning for high school seniors. It's just so important and valuable a resource written in layman's terms and I can't recommend it enough.

★★★★★ **Sushanth**

Self-Advocacy by Shailvi Wakhlu is a valuable resource for anyone looking to being their best version by mastering the art of self-advocacy. In today's connected world where loud voices drown out courageous convictions, success hinges on our abilities to speak for us and ours effectively: this book provides a comprehensive guide that is both informative and actionable.

One of the strengths of this book is its user-friendly approach. The author's writing is clear, concise, and engaging with appropriate breaks with lists and diagrams ( I particularly liked the primer on Intersectionality ) Additionally, the book is filled with real-life examples that bring the principles to life. The author draws from her unique and extensive experience in every part of the book to make it relatable and showcase the effectiveness of the tactics.

The book covers self-advocacy across a variety of settings including aiding others in their journeys and in advocating for one's own happiness. The book made me think of my goals and my approach to them in a systematic way and actually armed me with actionable tactics. I wish I had accessed it earlier in my career and I am glad to have read it now.

★★★★★ **Brian**

This was a refreshing reminder of how important it is to advocate for yourself and for members of your team. Everyone benefits when we look out for each other and for ourselves! The book is an equal mix of inspiring stories, actionable advice, and exercises to help guide you in your self-advocacy journey.

The book has inspired some conversations among my colleagues at work, and it has already helped me and my team advocate for ourselves and navigate those sometimes difficult conversations. I think the book is also a helpful reminder to managers that just because someone isn't asking for something doesn't mean they don't want or need it to get their job done.

## Sample Book and Author Q&A

Q 1: What was your motivation for writing this book?

A 1: This book began in as a talk I gave for the first time at a conference in mid-2019. The response I got from that first 100-person crowd made me realize this topic was important and that it resonated with a lot of people. Over the next 4 years, I spoke at [multiple conferences and corporate events](#). Every time, the feedback I got from attendees reminded me that this topic needed to be shared widely. I mentored more than 300 people and heard from individuals their stories where self-advocacy really mattered, and the wins and challenges they had along the way. This book is for all those people who through their feedback and engagement provided me the motivation to write this book!

Q 2: How has your background as a data leader shaped how you think about self-advocacy?

A 2: Businesses succeed when there is a willingness to explore the truths about the business, which is what data helps you uncover. Similarly, individuals succeed when they are intentional about acknowledging and pursuing their own needs and wants, which they do by a relentless focus on self-advocacy. Additionally, self-advocacy was essential in my line of work. My path to data leadership positions was full of challenges that were amplified by my underdeveloped self-advocacy skills. I had no mentors who looked like me (which is still relatively common in this field), so I had less access to playbooks that could help me. I learned the hard way the importance of advocating for myself. My data background helped me add structured frameworks to my growing self-advocacy skills.

Q 3: In your book, you talk about proactive vs. reactive self-advocacy and the importance of each for career growth. Can you tell us the difference between the two?

A 3: Proactive self-advocacy is required when you're in a situation where how you position yourself and how you articulate your value matters. Such opportunities could be anticipated, or present themselves ad hoc. Think of the updates you give to your manager, team announcements you make, or even your self-performance reviews. In these situations, proactive self-advocacy skills go a long way in helping you increase the odds of getting to your desired career outcomes. Reactive self-advocacy is required in situations when things happen that are not in your best interest, and they will not change unless you explicitly intervene to push for

a different outcome. These could be situations like getting passed over for a promotion, not being considered for learning and growth opportunities, or salary negotiations. In such cases, unless you respond to the situation by clearly articulating your needs, and making an effective pitch for why addressing your needs is valuable to the business as well, you lose an opportunity to optimize for your best interest. Both types of self-advocacy have different challenges and skills that people can hone in and practice. This helps them be prepared for all situations!

Q 4: You talk about why self-advocacy can feel hard - and the internal mindsets and external norms that often get in the way. What have you found as the hardest challenges and some practical ways to overcome them?

A 4: For most of us, the hesitation to proactively advocate for ourselves is a result of some internalized limiting beliefs. We worry about what people will think of us, that our advocacy will harm us in some way, that we will seem too demanding, or something else. It is important to make note of those limiting beliefs and raise our self-awareness about where they originated from. Once we understand and acknowledge our limiting beliefs, we are in a much better position to tackle them! In the book I give multiple examples of common internal mindsets, and how they can be successfully reframed.

For me, the hardest challenge was overcoming the internal mindset that as long as I did my job, the reward would take care of itself. It is a cultural limitation - even a popular saying in Hindi translates into “Work hard, but don’t wish for a reward”. When I acknowledged the source of the hesitation, I was able to challenge it more effectively. I could objectively review whether it made sense in the corporate culture I worked in, and within the context of my career aspirations. It took a lot of unlearning to reframe that original mindset into “You are worthy of being rewarded for the value you add”. Once I did the mental reframing, it was so worth it.

Q 5: In the book you talk about how self-advocacy is not just about the self. It can benefit everyone around you and create a better, more empowered, and inclusive work environment. Can you share some examples of where you have seen that in action?

A 5: Self-advocacy benefits everyone! Even if you are advocating for your own needs, it can benefit someone else as well who may have the exact same needs, even if they haven’t articulated it. People also learn from examples of others who effectively advocate for themselves, and draw inspiration from those situations. If you are advocating for the needs of a group or a community you care about - that is also self-advocacy if bringing joy to the group brings you joy as well.

I've seen many workplaces where one person advocating for themselves helped others, as well as the general work culture, evolve. An ex-colleague of mine told me the story of how she was the first person in our small start-up to need to go on maternity leave. Her advocacy for her own needs helped the company be more inclusive to parents, as the company ended up forming an official policy for parental leave. It ended up benefitting her, other parents who needed the policy in the future, as well as the company since they were able to attract talent more easily.

Q 6: In your book, you talk about the importance of having leaders who normalize and encourage self-advocacy skills on their teams. Why is it important to businesses that leaders do that?

A 6: Leaders have direct incentives to make sure the people on their team feel psychologically safe in advocating for themselves. Businesses do well when people take ownership. If people feel empowered to articulate their needs that helps them do their job better, that is more likely to result in those needs being addressed, or at the very least greater empathy for the challenges they face. A business cannot be optimized if you don't understand the parts that don't work, or which parts are working inefficiently. When leaders normalize self-advocacy, they ensure that they are in the best position to proactively reduce those risks.

One big risk area is attrition. Many people are hesitant to articulate their needs. If they don't figure out the skills to do that, nor receive encouragement to advocate for themselves, their needs may go unaddressed. In those cases they will leave for another opportunity, even if their needs could have been addressed had they asked.

Q 7: One of the things you talk about is creating an intentional plan. To get started, if there is one thing you would challenge readers to do differently on Monday, what would that be?

A 7: I would encourage all my readers to set aside time this Monday to express self-gratitude for 3 things they have done so far that helped them get better career outcomes. It is so important to acknowledge and appreciate the things that were within our control, where we did the right thing for our career. My hope is, that seeing that list of things sparks confidence and motivation for the next three or five things you can intentionally do to optimize for your career success.

The book has a framework that people can follow for identifying what phase of self-advocacy they are in, and what next set of goals they can choose.

Q 8: What feedback or stories have you received from readers that have particularly resonated with you?



A 8: My favorite stories are from readers who share how they have applied ideas in the book to their daily or weekly workflow, and how they hope to benefit from it. I heard from someone recently who told me he followed the advice in the book to write down his wins at a weekly cadence. Even the first time he did that exercise, he was surprised to note how many things he takes for granted and has never mentioned to others. He just assumed people knew! After a few weeks of doing this, he has already come up with a list of things he wants to make sure to intentionally put on his manager's radar. He hopes that it positions him better as performance review season is coming up soon.

I was very fortunate to receive early feedback from a group of readers who took the time to go through the book prior to its release. There was some feedback about including examples in specific places. I thought the feedback was incredibly useful and it helped make the book meaningfully better.

Q 9: How long did it take you to write the book?

A 9: Once I decided to write the book, it took about 18 months to get the physical copies in the hands of people. The first year that I was writing the book, I did a lot of research and compilation of what I wanted the book to include. During that time, I was also working a very demanding full-time job, so my word count progress was around 3,000 words by the end of the first year.

After that, my written word count rapidly sped up and I added the next 40,000 words within four months. It took another few months for the technical details of getting everything ready for final publication.

The book contains many ideas from talks I've given over the last four years, as well as the 300+ people I have mentored. This made the writing easier since I wasn't starting from scratch.

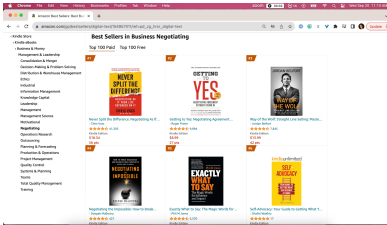
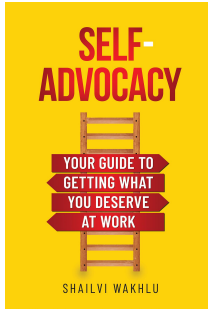
Q 10: What advice would you give to a writer working on their first book?

A 10: Be clear about your goals - what do you want from your book? Everyone writes for a different reason and the most motivated writers are the ones who have clarity about what they hope to get out of becoming a published author. Once you have that clarity, it is easier to make decisions about self-publishing vs. traditional publishing, book timelines, marketing budgets, etc.

I would also highly suggest that first-time authors get feedback early and often from people they trust. It helps a lot and is a great investment to ensure your book is one that you are proud of putting out there in the world!

## Image Links

High-quality images related to photos of the book, author photos, and photos from the book launch can be found on [this dropbox link](#). A few samples:



## Media Links

### Printed media coverage:

- Links to copies of printed media coverage can be found on [this dropbox link](#)

### Video coverage:

- [Book launch celebration](#) (Fireside chat & audience Q&A)

### Podcast coverage:

- Link to ELC podcast coming soon