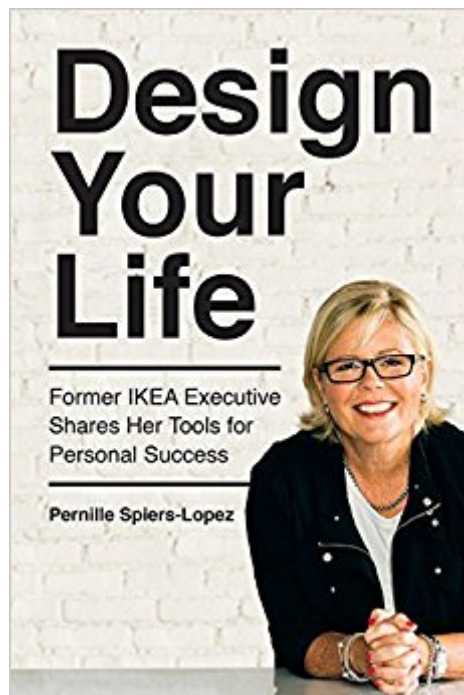




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# **Design Your Life: Former IKEA Executive Shares Her Tools For Personal Success**



## Synopsis

Thanks to an amazing life and a career at the top of the corporate ladder, and beyond, Pernille has gained the experiences and insights needed to be the business leader, coach, and mentor she is today. But *Design Your Life* is not a seven steps to success or how to make it rich book. It's not about adjusting yourself to be someone perfect or saint-like. It's not about following a role model or guru. It's a challenge to take leadership in all aspects of life, to own the change you want to be in the world while navigating the everyday infrastructure of the modern-day life. It's about getting the proper insight that can help you achieve your dreams, know yourself and what you want, and get in touch with your personal values. Say goodbye to the illusion of being perfect, welcome the ability to wash away regret and replace it with courage to stand for who you are in good times and bad. Give yourself the tools you need to guide yourself into a better space so that you can bring your power and wisdom to others. For every book purchased, \$1 will be donated to Save the Children.

## Book Information

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## Customer Reviews

"This book will be extremely useful to anyone aspiring to lead, but it is especially helpful for women would-be leaders. Providing useful tools along the way, Pernille shows us the path along with its pitfalls that brought her to the top of a major international corporation. In telling her fascinating personal story with honesty rarely revealed in books by successful people (most of them men!), she makes it seem possible for other women to follow in her footsteps." --Cokie Roberts, political commentator for NPR and ABC News and author "We can all relate to the challenges of work,

family, and a myriad of life's complexities that can overwhelm us. This story empowers us to take control and design the life we want to lead...an uplifting experience." --Anne M. Mulcahy, former chair and CEO of Xerox Corp, chair of Save the Children US "Paying attention to what really matters in our lives clearly takes work. Pernille is the consummate guide." --Lois Zachary, president of Leadership Development Services

Pernille Spiers-Lopez is an international business leader with over twenty years executive experience with a unique focus on developing both business and personal growth. Among several top executive positions, Pernille has held the position as President and CEO for IKEA North America, global Chief HR Officer, and was a member of the executive management team of the IKEA Group for ten years. Pernille left IKEA in 2011 after commuting between Chicago and Europe for more than two years. Without a plan B, She then took a year off to learn to do nothing and take the time to figure out what was next. Today, Pernille is a corporate and non-profit director in both the United States and Europe, including Save the Children, Meijer Corporation, and Coop DK, as well as a coach and mentor of executives and entrepreneurs of all ages.

Not the usual corporate "go get 'em" achievement book or the reminisces of a former leader reliving her past glories, Design Your Life is an honest look at the influences and decisions that were made by Ms. Spiers-Lopez in crafting her life for more fulfillment. Through her analysis of the influences, both professional and personal, that shaped her life decisions and achievements, we get a glimpse of someone who has had an extraordinary career, but could really be any one of us. It is the story of a life of following interesting paths that have taken her to interesting places until that path became overgrown and she was stuck. She provides us with the tools that worked for her, for us to use in our own journey's finding our way back on to the path of joy, discovery and love of life that we can too easily lose sight of. Refreshing, honest, insightful and an inspiration to anyone looking to get the spirit of adventure and satisfaction back into their daily lives.

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