



# How to be a Fred

*Thomas Yuschak*

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## **How to be a Fred** Thomas Yuschak

Tom Yuschak uses his experience at a high risk, high potential payoff start-up company to discuss the traits of rising to the level of professional excellence even when faced with high profile, high pressure situations or when the future of the company itself, or your role in it, is in doubt.

How to be a Fred is highly relevant in a time when employees are continually expected to do more with less, and in an age of corporate takeovers, mergers and mass layoffs.

Tom Yuschak explores the traits associated with being extraordinary and then discusses how to use your true priorities and perspective to keep high pressure work from turning into high stress. He then discusses how to make yourself in-demand so you can become essential to the company you work for without letting the company become essential to your personal success.

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