

## Girl Power: Palisadian Author Shares Tips for Success in New Book

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**Tami Holzman** was nearing what she described as “one of those” birthdays—the age where you start to question yourself by measuring where you fell short. That, along with encouragement from an associate, inspired Holzman to write a book about how she uses her humor and heart to win over others in business.

Three years later—with “a ton of soul searching”—the **Tahitian Terrace** resident wrote “From C-Student to the C-Suite.”

Holzman explained that a combination of things led her to write the book.

“First, I often questioned how I could be successful at business when I was just an average student,” she shared. “After stumbling across an article in *Forbes* about EQ vs. UQ, I learned that 80 percent of getting the business is due to emotional intelligence—the ability to understand people and customers.”

Holzman shared that her unique, quirky, neurotic nature, which she described as Amy Schumer mixed with Larry David, with Lucille Ball shenanigans, helped her craft the book.

But the road to success in the



**Tami Holzman**

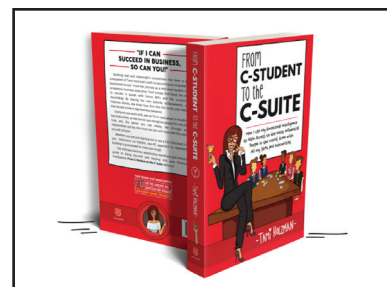
Photos courtesy of Tami Holzman

business world was not always smooth sailing.

“Like anyone else that is being honest, my business world experience is filled with failures and successes,” she said. “And even with my success, I often felt like I was going to be found out, and people were going to discover I had no idea what I was talking about.”

Holzman described this as “imposter syndrome,” which is present in up to 70 percent of successful people and most common among high-achieving women.

“To be successful in business, women need to understand we are ridiculously fabulous and naturally have super powers inherent in be-



**“From C-Student to the C-Suite.”**

ing a girl!” Holzman said.

Throughout her book, Holzman, who explained that she is passionate about helping people succeed, offers “Tami-isms,” which are a collection of truths, tips and takeaways that she has uncovered through trial and error throughout her career.

“It’s so important to know we are all flawed, vulnerable and no one is perfect,” she said. “This will make approaching an opportunity much less intimidating.”

Other truths she shared are to ask for help, to treat everyone with the same respect as the CEO, to find mentors, to be yourself and to have fun.

“If you keep it real and are having fun, others will follow suit,” Holzman said. “People are the tie-breaker in business, and you will win the business if people want to be around you, even if another company has a superior product.”