

PRESS RELEASE - IMMEDIATE RELEASE

# New Year New You? Why Wait For January 1<sup>st</sup> To Make The Change You & Your Career Deserve?

*Building on the power of community, sisterhood, and belonging  
through connection – and why now is the time to prioritise networking  
instead of waiting for 2026*

20<sup>th</sup> October 2025: The end of the year often sparks reflection: on where we've been, what we've achieved, and where we want to go next in our work lives. But for author, business leader, and founder of **Career Sistas**, **Beverly Vanterpool**, it's not about waiting for January 1st to begin again.

Networking, building connections and 'getting yourself out there', often slip down the to-do list because they can feel awkward and uncomfortable. In fact, a July 2025 survey (reported on LinkedIn) found that **73% of professionals actively dread networking events\***.

"You don't need a new year to take a new step towards building new connections: you need intention, community, and courage," says Beverly Vanterpool. "Waiting for the 'right time' is how too many of us stay stuck. Start where you are, with what you have, and work to surround yourself with people who lift you higher."

Her debut book, ***Build Your Table: Find Career Clarity, Make Bold Pivots, and Thrive — Even When the System Isn't Built for You*** (Career Sistas, out now), offers the blueprint to do exactly that.

Drawing on two decades in global corporations, an MBA from Cambridge, and her lived experience as a Black woman, introvert, and immigrant navigating UK corporate life, Beverly shares how to build success on your own terms NOW rather than waiting for permission or a new year to begin; through her **Four Pillars: Knowledge, Community, Opportunity, and Visibility**.

Beverly Vanterpool explains: "Because networking can feel forced or uncomfortable, many women doubt its value. But when you are in a supportive, values-aligned community - like Career Sistas - connection becomes organic and sustainable. It's one thing to know why networking matters; it's another to feel safe doing it."

"It's easier to promise 'I'll network more in 2026' than to reach out now. But when that first message is sent with encouragement and backup, it breaks a cycle."

Through her new book, podcast (**Stories by Career Sistas**), and the wider **Career Sistas** community, Beverly helps women start the change *before* January, so they enter the new year already in motion.

***Build Your Table** is for every woman ready to take bold, intentional steps before the year ends... not after it.*

For many, taking the leap into networking can feel daunting but essential to expanding their circle, building meaningful professional relationships, and creating new opportunities. In *Build Your Table*, an entire chapter is dedicated to Beverly's second pillar, **Community** - where she shares practical advice, insights, and tools to make networking achievable for everyone.

From how to build your own community to crafting a "stakeholder map" and handling rejection with grace, Beverly's perspective - particularly as a self-described shy introvert - helps reframe networking as a sustainable and empowering habit rather than a one-off event.

### **EXTRACT FROM BUILD YOUR TABLE BY BEVERLY VANTERPOOL:**

One of the most common complaints I hear is people don't have time for networking. I would often point out how the busiest people in the world make time for networking. Additionally, when you reflect on all the benefits of networking, including access to information and opportunities, networking really means that you are working smarter.

I love to colour code and categorise my calendar by type of activity, so it is very visual. So, to share a tip that helps me, I would have one colour for one to ones with my team, another colour for my leader, another colour for client meetings versus strategic projects, and so forth.

I also have a colour for networking. I would typically target 5% of time spent on networking when things are operating at status quo. If I am in a period of change, such as in a new role, this may jump up to 20% or more. Accordingly, if you work a 40-hour week in the status quo, this would be two hours or four meetings with a duration of thirty minutes. So, not a huge time commitment, but four meetings per week over four weeks would mean sixteen conversations. Hence, after only one month, your number of networking interactions could be quite substantial, and of course, where contacts have more relevance, you may want to give them an hour and increase the depth of the contacts, while potentially reducing the number.

With the colour coding, I can see immediately if there is an important category like networking where I have not spent enough time. That might be slightly more time on a Friday, or I often try to schedule it over lunch or mid-afternoon, when a walk down to the coffee shop next door is a good break to get me away from the computer. Thereby, a win-win for wellbeing time as well as networking.

**Ask yourself: do you have an inner circle for your career? Is it strong enough? If not, think of one person you can start with to build and deepen your professional relationship with and go from there.**

As 2025 draws to a close, Beverly's message is simple: *don't go it alone*.

Through the **Career Sistas** community, podcast, and now her book, she's helping women, particularly those who are under-represented, break isolation, find support, and create sustainable careers rooted in confidence and collaboration.

"Success isn't a solo project," Beverly adds. "The myth of the self-made woman is just that - a myth. We rise faster and stronger when we rise together."

**-ENDS-**

## Notes to Editors

- *Build Your Table* by Beverly Vanterpool is available now to purchase now: <https://mybook.to/BuildYourTable>
- Podcast episode: *Build Your Table: Finding Your Voice – Beverly's Tips for Thriving in the Workplace* now live on Stories by Career Sistas: <https://storiesbycareersistas.podbean.com/e/build-your-table-finding-your-voice-beverlys-tips-for-thriving-in-the-workplace/>
- Celebrate Black History Month in Salisbury with Career Sistas Event: Sunday 26<sup>th</sup> October 2025: <https://www.eventbrite.com/e/celebrate-black-history-month-in-salisbury-with-career-sistas-tickets-1752976171919>
- For interviews, review copies, or further press information, contact: [dianaashlee@literallypr.com](mailto:dianaashlee@literallypr.com)

## Career Sistas

Career Sistas is the platform founded by Beverly Vanterpool that brings together her work as an author, community builder, and podcaster. Career Sistas publishes *Build Your Table*, produces the Stories by Career Sistas podcast, and hosts events that connect and empower women, particularly from diverse backgrounds, in their professional journeys.

***Build Your Table*** speaks directly to:

- Professionals from underrepresented groups looking to pivot or rebuild after redundancy.
- Women of colour, particularly Black women navigating career systems not built with them in mind.
- Young professionals and graduates seeking advice and inspiration.
- Advocates of diversity, equity, and inclusion in the workplace.

\* <https://www.linkedin.com/pulse/why-73-professionals-hate-networking-events-what-we-can-do-ec6xc/>