

Deb Boelkes signing books at her launch.



“WOWS” Audiences with Leadership Book and Workshops

Photos by **Christy LeLait**

Amelia Island Plantation resident and author Deb Boelkes, as usual, has been one busy gal.

Deb launched her first leadership book, *The WOW Factor Workplace: How to Create a Best Place to Work Culture* (Business World Rising, December 2019, ISBN: 978-1-734-0761-0-3, \$19.95), in December at the Omni Amelia Island Plantation Resort’s Sunrise Café.

“The vast majority of the 70+ attendees indicated they had never been to a book launch before. In truth, I hadn’t been to one either!” Deb shared. “It was wonderful having so many friends and family there to celebrate. I just did what I do best ... I simply spoke from my heart.”

Deb selected the Sunrise Café as the venue for her book launch, “because I highlighted it in the book as a WOW factor workplace—a place where those who work there love what they do. I did a reading about the Café’s charming breakfast chef,



Deb with her proud parents, Nancy and Bob Jewell (Osprey Village residents) at her book launch.



Deb with her husband Chris.



Deb leads workshop at The Book Loft.

Miss Donnie, and the truly unforgettable experience she gave us for my dad's birthday celebration. It was magical being right there where that WOW event took place."

In January, Deb offered three leadership mini-workshops at The Book Loft on Centre Street. Sessions included, *How to Create a Workplace that Keeps*

the Best and Brightest People Loyal and *How to Make the Most of a Workplace Crisis and Succeed Against All Odds*.

"It's easier than one might think to create a Best Place to Work culture, but unless you get started, you may never get there." Deb continued, "I received unanimous praise from the workshop attendees confirming the scenarios and role plays were relatable, encouraging, and realistic. Most importantly, they learned to be better leaders, which, of course," Deb said, "was the objective!"

Deb is now finishing her next book, *Heartfelt Leadership: How to Capture the Top Spot and Keep on Soaring*, scheduled to launch in a few months. She's also interviewing several amazing women leaders for her third book, *Women on Top: What's Holding You Back from Executive Leadership?*, due out in 2021.

Deb is excited to be one of three authors who will be spotlighted at the FSCJ Spring Authors Expo on April 23, 2020. "I hope my books and my talk at the Expo will inspire the students, their friends, and their family members to advance their careers in the best places to work."

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