

Misti Burmeister's Story

Once a youth involved in gangs, now a Amazon best-selling author, founder and CEO of Inspirion Inc., a Virginia-based, woman-owned consulting company and a highly sought after speaker, Misti Burmeister has come a long way in such a short time in her life. In junior high school she found herself going down the wrong path and became involved in gangs in order to get attention. Well, she accomplished what she set out to do because she ended up in front of the judge in juvenile court every other week. She was eventually taken out of the normal class setting and enrolled in a "special ed" program in 7th grade because she was "disruptive to others."

When she reached high school, the principal recognized that nothing was wrong with Misti, that she was perfectly "normal" and had her attend regular classes instead of special ed. "It was the first time I saw myself as normal in some time - I am forever grateful to this man," she said. Although she did not excel academically, she excelled in sports and became a three-time state champion in the shot put and discus, and named the "student athlete of the year." After high school, she was hand picked to attend a unique program at the University of Northern Colorado where she graduated with two undergraduate degrees in Kinesiology and Psychology including a Master's in Human Communication.

Six months prior to graduating with her Master's she realized she had no idea what to do with these degrees and sought the advice of the school counselors. Misti will never forget that day as the lady went over to a bookshelf, pulled out a three-ring binder, put it on the table and told her to start looking through all the companies in the Denver area and start contacting them. Since that advice and guidance was not much help - Misti flipped through pages for about five minutes, closed the book and left. Fortunately, later, she was offered a fellowship in Washington D.C. conducting research for the National Institutes of Health. But she wanted to do more than just research so after completing her fellowship at NIH, she accepted a position with a government contractor.

She researched the company's media presence over the last 25 years and decided to give a presentation to the CEO hoping to gain more opportunities to interact with people and help them sell the business. Unfortunately, the end result was not what Misti had hoped for. At the end of the presentation the CEO said "Misti, what did your parents do to deal with you? It's clear you have problems with anxiety. Do you take medication for that?" Feeling less than empowered by those comments, Misti turned in her resignation and found herself scared, unemployed with no clear career direction and only \$37 to her name. To top it off, she didn't even have any connections in the Washington D.C. area to call upon.

When faced with unemployment or unexpected circumstances in our lives, it can bring on feelings of fear and hopelessness. During those times we all have a choice; to stay there and have a pity party, or we can cry for awhile, get angry - whatever emotion you are feeling and then start working on a plan to make things better. That's exactly what Misti did. She opened the yellow pages and started making cold calls with the focus on doing informational interviews so she could learn how to apply her knowledge from her education and fellowship to the workforce. Within six months she had conducted 150 interviews and extensive research on generational differences.

Life started getting much better as Misti took charge and made opportunities happen for herself. She did not sit around waiting for them to come to her. At the age of 25, she started her own company, Inspirion, Inc., a company focused on creating a bridge between generations. Within a couple of months of starting Inspirion Inc., she was booked for speaking engagements around the country and has since helped numerous businesses create a foundation that attracts and retains quality talent across generations. In 2007 she launched her first book, "From Boomers to Bloggers: Success Strategies Across Generations." In April of 2009, an accompanying workbook will be available for purchase.

Misti has accomplished great success in her career thus far including press coverage and awards. She credits these milestones with thoughtful and consistent goal setting. She explains, "Over time, I have learned what goals are truly the most important to me and I've learned how to set smaller goals, which will ultimately aid in reaching bigger ones. Setting goals has helped me gain clarity. This clarity has helped me focus my attention and reach great success." In addition to goal setting, she takes the first five minutes of her day and mentally lists the top 10 things she is grateful for. She has also recorded herself saying about

seven minutes of affirmations and plays it every morning while in the shower. "These habits help me stay calm and focused, while building my self-esteem and confidence = hugely valuable!"

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Misti is a dynamic speaker on the topic of inter-generational communication. Her passion and focus is on creating partnerships in the world through increased communication between generations. Please visit [www.inspironinc.com](http://www.inspironinc.com) or [www.MistiB.com](http://www.MistiB.com) for more information. Misti's book, "From Boomers to Bloggers," can be purchased from the Pink Ladders Book Store.