

Tara McMullin

writer. podcaster. producer.

about Tara

Tara McMullin is a writer, podcaster, and producer. For over 13 years, she's studied small business owners—how they live, how they work, what influences them, and what they hope for the future. Tara is also co-founder of YellowHouse.Media, a boutique podcast production company. Her work has been featured in Fast Company, The Startup, The Muse, and The Huffington Post.

book

What Works: A Comprehensive Framework to Change the Way We Approach Goal-Setting
Wiley (November 1, 2022)


podcast


What Works explores navigating the 21st-century economy without losing your humanity. We cover work and entrepreneurship through cultural analysis, philosophy, feminism, and media theory.

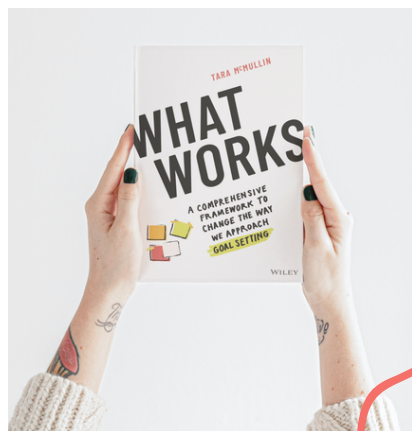
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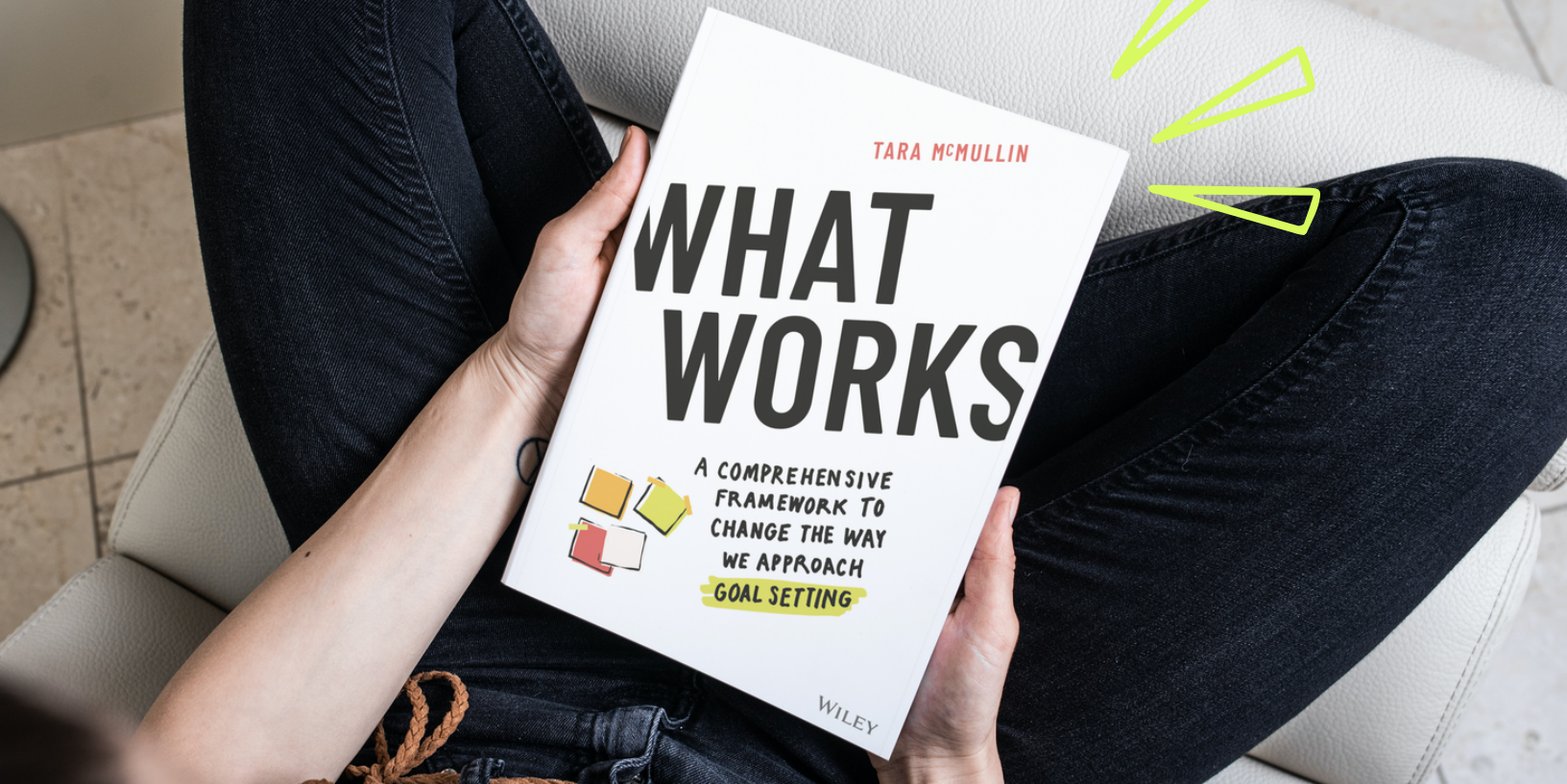
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What Works: A Comprehensive Framework To Change the Way We Approach Goal Setting is an antidote to the relentless pursuit of "more" and the culture of striving that we live in. It's an unconventional approach to goal-setting, planning, and execution that prioritizes practice over achievement in both life and work. Not just a call to slow down or find the joy in missing out, *What Works* walks the reader through a framework for examining what's driving their pursuit of more, setting commitments to orient their growth, and organizing their action as a learning process.

This book is not only for the overachievers, the productivity-obsessed, and the ladder-climbers who are ready to do things differently, but also for those who have never seen themselves in the pages of books about goals or habits but crave some structure for growth. Above all, it's for those exhausted by constant comparison and the quest for conventional success, looking for a gentler way to work toward what they truly want. It's a framework for exploring growth without striving. It's a blueprint for making choices based on who we want to become rather than who we're "supposed" to become to get ahead.

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