

FOOW? (www.foowater.com) Takes A Funny Name And Turns It Into Savvy Advice for College Seniors

By Foowater.com

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Washington, DC— A new website just launched called foowater.com is asking, "Are you a Fish Out Of Water?" The site has a fun name but a serious purpose built around a program that supports college seniors, recent graduates and seasoned professionals with "next level" career challenges.

"We assist college seniors by offering a program that allows them to create a flexible individualized plan for entering the job market. Once they enter the market, we will continue to support them through their journey via our website," said Gwendolyn Ward, founder of FOOW? LLC. "After four or more years attending college, it can be a daunting prospect to leave your home away from home. We can help you navigate the sometimes treacherous waters between college and the business world by examining the post collegiate "what ifs" with seasoned professionals and peers."

What a lot of new grads have in common is that job satisfaction and wisdom are not imminent. Maturing will take many paths because there is a lot of life between your parent's home and your own." explained Ms. Ward. "That's why our motto is: Whether you want to be a clown or doctor, you should reason it through to do 'You'. Our program is based on YOU, your situation, your concerns and your needs. We address what 'you' aspire to do next and how 'you' intend to do it.

After years in corporate America, Ms. Ward created FOOW? after being downsized in 2001. However, she returned to corporate America after a few months and didn't pursue her new business concept until 2007 when she realized that she too was a fish out of water. Her business idea originated from the observation that she was spending much of her time giving advice to staff and co-workers on resumes, career choice, and managing family/career expectations. She noticed that staffers' right out of college tended to have many issues surrounding self discovery and career expectations versus the reality of their current positions.

"I began to think what if I created a program for college seniors that allowed them to create a realistic plan to their next step with continuous support after graduation," said Ms. Ward. "I felt there was a need for an original program that wasn't canned but was personalized, interactive and fun. I wanted to take participants on a journey of discovery by identifying and examining fears, expectations and risks to better prepare them for the business world," she added.

Her own out-of-the box leadership style made her perfectly suited to start the company, because she had already established a reputation as a creative problem solver with a humorous but candid delivery. After all, if you can fire people and have them come back to you for career advice, that says a lot about your personality and leadership skills. Young people particularly found it easy to take advice from someone who wasn't a parent or school counselor, but someone who could relate to their struggles about defining their success from a different position.

"Our website is a great place to hangout for all graduates, who may be experiencing discontent," added the founder of FOOW? "It provides a forum for online discussions with others who have 'Now What?' questions regarding their careers. If you think you are a fish out of water, visit us at foowater.com for insights, triumphs and challenges."

About FOOW? (Foowater.com)

The FOOW? program includes progressive modules that are taught on campus during several multi-week sessions throughout the senior year. The modules are taught by seasoned professionals/peers and include questions and activities that build on each other. By the end of the modules, the students will have personal plans of action for their transition. Once the student is in the business world, FOOW? offers continuous support via its website, which includes discussion forums and advice whether you are a recent graduate, seasoned professional or somewhere in between.

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