



Phoenix⁵ Founder, Dana Look-Arimoto, Launches Her First Book, *Stop Settling, Settle Smart: Rethinking Work-life Balance, Redesign Your Busy Life*

Half Moon Bay, CA, February 5, 2019 – [Phoenix⁵](#) announces the launch of its founder's, Dana Look-Arimoto's (formerly Shaw-Arimoto), first book [Stop Settling, Settle Smart](#). The book details Look-Arimoto's method, mindset, and movement Stop Settling® through tools and real-world examples to help individuals become leaders both in and out of their careers.

Drawing upon decades of managing, mentoring, coaching and developing thousands of individuals and leadership teams, along with a sense of strong advocacy for helping others, Dana exposes the mismatch in terms of what people want for themselves at work and in their relationships throughout their busy lives. It is time to learn how to close that gap for ourselves as unique and contributing people by design while aligning our core values and desires with workplaces who embrace them.

“As most authors will tell you, writing a book is a labor of love much like the birth of a child, where the care and feeding happens way before the birth and the idealism of what will come, in terms of after the birth, has a lot to do with aspirational goals,” says Look-Arimoto. “In my case it’s helping others by providing impact, lessons learned, and tips, tools, tricks, and traps to avoid. Harmony beats balance every time. Look for that harmonious integration for yourselves as unique and incredible individuals by settling smart.”

To buy *Stop Settling, Settle Smart*, click [here](#).

Individuals who have read the book shared their thoughts on [Amazon](#):

“Dana empowers those of us who have long struggled with the misguided notion that we can do it and have it all to not feel ashamed for making choices by settling smart! Her book weaves deeply personal moments in her life with lessons learned by some impressive business leaders to arrive at a common-sense yet no-nonsense way to approach all facets of your life. I took the “Stop Settling” Quiz before I read the book and it was a great backdrop as I turned the pages of this fast read. Before I even finished the book, I found myself redesigning my life using the Smart Settling methodology. What I love about the quiz and the methodology is that it is not static; it can morph as your life changes. Thanks Dana for sharing your words, life, wisdom and this methodology. It feels freeing to know that there is no shame in settling smart.”

“Stop Settling, Settle Smart is a methodology we can all benefit from! In a world with so much pressure to be it all and give your all in every facet of life, Settling Smart gives you direction to consciously and truly be your best self. Dana has done a wonderful job providing insight to each facet and how using the the Settle Smart methodology builds the trust and confidence you and those around you deserve. She does this all while weaving in her own life and experiences, making the book deeply personal. This is a fantastic read, immediately adaptable, and a great reminder that we need to take the time to know ourselves to truly be our best.”

About Stop Settling®

[Stop Settling®](#) is a mindset, method and ultimately a movement created by Dana Shaw-Arimoto to help individuals and companies organize and prioritize what is important to them in terms of career, family, friends, community, and health & wellness. Shaw-Arimoto's book on Stop Settling will be released in 2019 and will incorporate findings of the quiz.

About Phoenix⁵

[Phoenix⁵](#) advises executives and teams on creating leadership through maximizing their individual strengths and workforce mix. Founder Dana Shaw-Arimoto created the Stop Settling® mindset, a method method designed to help individuals and companies organize and prioritize what is important to them in terms of career, family, friends, community, and health & wellness. StrataGEM® helps organizations develop GoToMarket assessments, channel partnerships, advisory boards, M&A preparatory work, and market research, delivering an actionable and manageable roadmap to help companies reach their full potential. The Phoenix⁵ mission is to help leaders of all kinds experience the wildly positive impact of having it all by working holistically.

Learn more at www.settlesmart.com and connect with us on [YouTube](#), [LinkedIn](#) and [Twitter](#).

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