

New Book, The Career You Crave, Helps High Achievers Find Fulfillment Beyond Traditional Success

Career Strategist Irina Posan Introduces "Identity Lag" and her A.L.I.G.N. Method to Help Professionals Align the Careers They Built with the Lives They Want

TORONTO , ONTARIO, CANADA, September 1, 2026 /EINPresswire.com/ -- "[The Career You Crave](#) speaks directly to the high achievers who have done everything 'right' yet still feel disconnected from themselves. Irina invites readers to rethink not only what they do, but who they are becoming." --Linda Raynier, author of The Quiet Achiever

You did everything you were supposed to do. You got the degree, built a career, moved up the ladder, and became successful. So why are you still wondering, Is this really it?

Career strategist [Irina Posan](#) believes that question is worth paying attention to. Sometimes the problem isn't that your career went wrong. It's that you succeeded at building a version of success that you have since outgrown.

In *The Career You Crave: Create Fulfillment in Your Work and Life* (Amplify Publishing; September 2026), Posan helps ambitious professionals understand why a career that looks successful from the outside can start feeling strangely empty on the inside, and what they can do about it without blowing up everything they have built.

She calls it identity lag, the gap between who you have become and the career you are still showing up to every day. We all know that people change, values shift, priorities change. But careers often keep moving along the path we chose years and even decades ago.

Posan knows that feeling personally.



Career strategist and author Irina Posan

After fifteen years in HR, recruitment and talent management, she had reached the Director level and was being developed for an eventual Chief Human Resources Officer role. It was the kind of career she had worked toward for years.

But then she was diagnosed with cancer, and that forced her to face questions she had been pushing aside. Was she truly fulfilled? Was this the impact she wanted to make? And if she knew she couldn't fail, what would she do?

Her answers eventually led her to create Career Cravings, where she has helped thousands of professionals figure out what they really want from work and make the necessary changes to get there.

The Career You Crave is not another book telling people to quit their jobs and follow their passion. Quite the opposite. One of Posan's central messages is not to burn it all down, but to build from where you are.

At the center of the book is Posan's A.L.I.G.N. Method, a five-part framework that helps readers look at who they are now, what they value, what they need financially, where they want to grow

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Part career strategy, part personal transformation, The Career You Crave is a powerful guide for anyone ready to stop chasing success that no longer fits.”

Jay Kiew, bestselling author of Change Fluency

and what they want their work and life to look like.

She also challenges the assumption that the next promotion, raise or impressive title will finally create fulfillment. “Success and fulfillment are not the same,” Posan writes.

And she doesn't pretend everyone can simply choose meaningful work over practical realities. Posan immigrated to Canada as a child and grew up in poverty. She understands that sometimes income, stability and security have to come first.

The question is whether the choices you're making now still fit the life you're living now. Does the career you built still reflect the life you want?

If the answer is no, that feeling that there has to be more may not mean you've failed. It may mean you've changed and your career hasn't caught up yet.

“The Career You Crave speaks directly to the high achievers who have done everything ‘right’ yet still feel disconnected from themselves. Irina invites readers to rethink not only what they do but also who they are becoming.”

LINDA RAYNIER, leadership and workplace communication expert and author of *The Quiet Achiever*

The CAREER You CRAVE

CREATE FULFILLMENT *in*
YOUR WORK *and* LIFE

IRINA POSAN

The Career You Crave: Create
Fulfillment in Your Work and Life

The Career You Crave is a practical guide for ambitious professionals who have built successful careers but want something more from their work and lives. Through stories, exercises and Posan's A.L.I.G.N. Method, readers learn how to rethink success, make more intentional career choices and build a better career that fits the life they want now.

To support the launch, Posan is also taking The Career You Crave on tour, with events in Washington, New York, Boston, Toronto, and Chicago featuring keynotes, workshops, Q&A, networking, and book signings. More information is available at [Irina Posan tour](#).



Career strategist and author Irina Posan speaking to a live audience

ABOUT THE AUTHOR

Irina Posan is a career coach and the founder of Career Cravings, where she's helped thousands of people transform their careers and lives, including her own. She's the host of The Career Cravings Podcast (a Top 10 Careers Podcast on Apple Podcasts).

After fifteen years inside corporate HR, Irina saw firsthand how careers take shape, why some people advance and why others get overlooked. Today, she helps professionals create work that feels more meaningful and better fits the life they want to live.

Title: The Career You Crave

Subtitle: Create Fulfillment in Your Work and Life

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Categories: Careers · Personal Growth · Professional Development · Success & Fulfillment

Additional free resources, trainings and practical career tools are available at IrinaPosan.com/resources.

For media inquiries and interview requests, visit <https://joannemccall.com/contact/>

Praise for The Career You Crave from career, leadership and business experts:

Milam Miller, bestselling author of The Charisma Craft, calls the A.L.I.G.N. Method “both a compass and a catalyst” for creating a career that reflects a person’s values, strengths and

aspirations.

Kendall Berg, bestselling author of *Secrets of the Career Game*, says the book goes beyond career advice to explore “finding alignment between what you do and who you are.”

Jessica Moorhouse, financial educator, national bestselling author, speaker and podcast host, calls the book “a clear and actionable road map” toward a more fulfilling career, regardless of where the reader is starting.

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