

“Grit to Great” Book Signing Event: A Job\$mart Special

Featuring advertising icons Linda Kaplan Thaler and Robin Koval (EOC Mentor, MBA '83)



On October 13, 2015, Executives on Campus (EOC) proudly welcomed Linda Kaplan Thaler and Robin Koval—best-selling authors, advertising pioneers, and champions of resilience. The dynamic duo captivated the audience with a lively discussion about their latest book, ***Grit to Great: How Perseverance, Passion, and Pluck Take You from Ordinary to Extraordinary***. The EOC Job\$mart special event offered Baruch students, alumni, and EOC community members a rare chance to engage with these industry titans and explore what it truly takes to succeed.

Leading the conversation was Tanuja Ramchal (EOC Mentor, MBA '03), who moderated an interactive Q&A session that invited insights from both the authors and the audience. Thaler and Koval shared powerful anecdotes and perspectives on what it means to have “grit”—an acronym they define as Guts, Resilience, Initiative, and Tenacity. These qualities, they argue, are what set extraordinary achievers apart, especially in competitive fields like advertising and marketing.

For many attendees, the event was an unforgettable experience. Patricia Valguna, an undergraduate with aspirations in advertising, reflected, “It was amazing to meet executives who have thrived in the career I’m pursuing. Advertising is competitive, and hearing their experiences has given me the inspiration to just go for it.”



From left to right: Tanuja Ramchal (moderator), Robin Koval, Linda Kaplan Thaler

A Practical Roadmap to Resilience



In *Grit to Great*, Linda and Robin assert that true success isn't about raw talent or inherent brilliance—it's about commitment, resilience, and an unstoppable drive to reach ambitious goals. Through vivid real-life examples, they reveal how grit can help individuals shed their "safety nets" and push past comfort zones to pursue their dreams. This 160-page guide distills decades of hard-won lessons into actionable insights, making success seem more attainable—even for those without a head start.

"I really liked how the authors shared with us their struggles and lessons learned, in this sense, not only do we know more about them, but we also learned how important it is to keep trying and be persistent. It is those personal stories that made us connect with them and made me not afraid and believe I have the potential to achieve something greater, just as they did."

— Chenlin Ding (MS, Taxation '16)

For those who missed the event, the Job\$mart special Grit to Great book signing remains available to watch online. [Tune in to learn](#) how perseverance, passion, and pluck can take you from ordinary to extraordinary, straight from the authors who lived it.

The EOC Job\$mart Speaker Series brings high-profile guests to Baruch College to discuss timely insights and career advice with the EOC community. Speakers come from a range of industries; these essential updates are free to students and alumni. For more information on upcoming Job\$mart programs, please visit us on the web at: www.blogs.baruch.cuny.edu/eoc/.