

## FOR IMMEDIATE RELEASE

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### **Change Your Life; Change Your Business** **Critically-Acclaimed Book Helps Leaders Make Lasting, Positive Changes**

**Glen Rock, NJ (December 2006)** – With the New Year fast approaching, many business leaders use this time to map out their company's goals for 2007. And more often than not, the new goals they set for the year greatly resemble the goals they set last year...and the year before that. But if business leaders are setting company goals, why aren't they achieving them?

"If your business isn't making the kind of changes you desire, maybe you don't need to change your business," says business performance expert Pamela S. Harper. "Maybe you need to first change yourself." Harper asserts that how people plan and grow their life isn't much different than how they plan and grow a business. So in order to lead others to making continuous business improvements, you need to be able to lead yourself. Only then can you avoid what she calls "strategic gridlock" and unlock your company's true potential.

To avoid gridlock, Harper, who is also the author of the book, *Preventing Strategic Gridlock®: Leading Over, Under & Around Organizational Jams to Achieve High Performance Results* (Cameo Publications, \$19.95, ISBN 0-9715739-4-8), recommends that leaders be aware of the hidden roadblocks that can hinder their success—both personally and professionally. These roadblocks include:

- One-Size-Fits-All Thinking – Believing that what worked for someone else will work for you
- Management by Lobotomy Thinking – Relying on organizational "surgery" to solve problems
- Act Now, Think Later Thinking – Assuming you have enough information to make sound decisions
- Magic of the Marquee Thinking – Expecting changes to happen overnight
- Roller Coaster Thinking – Adopting too many changes at once for seemingly faster progress
- Tin Ear Thinking – Assuming there's only one "tone" of reality
- Lighthouse Thinking – Staying the course despite clear cut warning signs

Very often the challenges people face in business aren't confined to the office. The same challenges that hold people back in business also hold them back in life. That's why breaking out of organizational gridlock starts with you. "It's no wonder that these personal roadblocks mirror the challenges organizations face," says Harper. "The good news is that once you remove the roadblock from yourself, you can then unlock your company from it. That's when leaders experience true and lasting success."

*Preventing Strategic Gridlock®* is the perfect guide for leaders and managers who want to increase their organization's productivity and accelerate progress toward their key objectives. By using Harper's proven methods, business leaders can U.N.L.O.C.K.® the power they need to lead their company towards greater success.

Pamela S. Harper is an internationally known speaker, author, and founder of Business Advancement, Inc. Since 1991, BAI has helped leaders transform their business strategies into high performance results. Pam's approach is based on 20 years experience as an internal and external consultant to leaders of entrepreneurial, mid-sized, and Fortune 500 companies.

For more information, a review copy of *Preventing Strategic Gridlock®: Leading Over, Under, and Around Organizational Jams to Achieve High Performance Results*, or to book Pam Harper to speak at your next event, please contact David Josephson at 843-645-3770 or send an email to [david@cameopublications.com](mailto:david@cameopublications.com).