

# Jean's New Book!

To be successful today, you must **STANDOUT FROM THE CROWD**. Prices are similar, products and services begin to look alike, and the competition is closing in with new strategies every day. **"Business as usual"** is no longer enough if you want to set yourself apart from the competition and be recognized as a unique, "one-of-a-kind" brand. The question you must ask is:

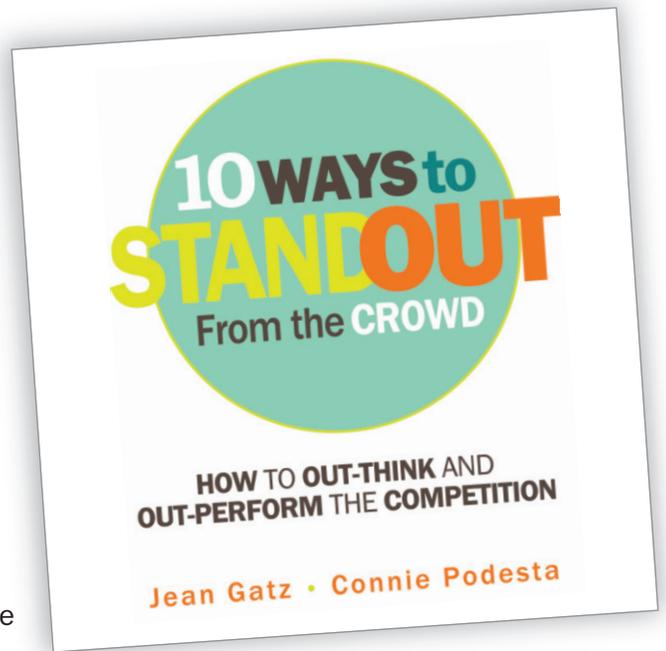
*What do you bring to the table that's so unique and memorable that people **CHOOSE** to be your customer, colleague, coworker, employee, leader, partner or friend?*

**That's exactly the question we asked** when we began to write this book so it would **STAND OUT FROM THE CROWD** in a **positive** way.

First, we looked at the competition. Filled with text, graphs and charts, the current business books seem to follow the same formula. So we invented a new formula. We started by asking our audiences what kind of book they wanted to read. Then we delivered what they wanted.

Instead of chapters, we've written **10 compact books** on the top business topics today. So you get to choose where to begin, depending on what you want to learn first. We've included colorful graphics and photographs and made this book available in both printed and digital download format.

We've written a book that **LOOKS DIFFERENT** and **IS DIFFERENT** from any other business book today. This one is packed with information, loaded with techniques, filled with action steps and rich with motivation and encouragement. Your input has helped us create a book that **STANDS OUT FROM THE CROWD** and delivers what it promises.



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**Book 1 RE-COMMIT TO CHANGE**  
To **stand out from the crowd** in a world where change happens at the click of a mouse, you must be willing to accept and integrate new ideas, technology, products and services, creative business partnerships and new ways of relating to customers, colleagues and coworkers.

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**Book 2 RE-THINK YOUR CHOICES**  
Organizations need people who willingly **choose** to keep their skills current, stay open to new ideas, and lead the way for others. Making the right choices gives you the power to change your future for the better and **stand out from the crowd** in a positive way.

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**Book 3 RE-ASSESS YOUR EXPECTATIONS**  
How close you come to meeting others' expectations impacts their perception of you and your ability to do the job, sustain relationships and handle change. A great work culture exists when employer and employees not only meet but also **exceed** each other's expectations.

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**Book 4 RE-POSITION YOUR STRENGTHS**  
Follow this 3 Part Success Equation: Strengths + Skills + Self-Improvement = Success. Utilize your strengths whenever possible. Learn the skills that are necessary to reach your goals. Commit to a plan for self-improvement to overcome limitations that are holding you back.

## Book 5 RE-NEW YOUR POSITIVE ATTITUDE

Your attitudes impact how others perceive you, evaluate you, cooperate with you, buy from you, work with you, work for you, relate to you and communicate with you. Choosing a positive attitude leads to performance that helps you **stand out from the crowd**.

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## Book 6 RE-ASSERT YOUR VALUE

Decision makers must know what you do to positively impact results. It's up to you to make sure your value doesn't go unnoticed. A bit of healthy self-confidence and the ability to "sell yourself" will help you **stand out from the crowd** in a positive way.

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## Book 7 RE-DEFINE YOUR RELATIONSHIPS

Your relationships impact every area of your life, so choose wisely and surround yourself with people in your personal and professional life who are safe, supportive, honest and mutually respectful.

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## Book 8 RE-BALANCE YOUR LIFE

Achieving balance is about having a sense of well-being in your life at all levels. Life balance isn't really about what goes on around you, but what goes on inside you. You are who you are . . . 24/7. You are in charge of your life.

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## Book 9 RE-EXAMINE YOUR LEADERSHIP OPPORTUNITIES

Your role as a leader isn't defined by your title, but by your ability to influence others in a positive way. Good leaders look ahead, are accountable, build strong networks, know how to sell themselves and their ideas, and work hard to earn the respect of others.

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## Book 10 RE-EVALUATE YOUR PERFORMANCE

A positive attitude and the willingness to go the extra mile to achieve "standards of excellence" are now expected of employees at every level. Your choices impact your performance, which will help you **stand out from the crowd** in a positive way.

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### YOUR CHALLENGE: RE-INVENT YOUR FUTURE

Your future is not a predictable set of blueprints, but a vast array of possibilities. Re-inventing means more than evaluating your plans, goals, hopes and dreams. It means making choices and taking action to create the life that reflects the very best of who you are and who you want to be.

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In every area of your life, your performance stands out to all those who interact with you. What kind of parent, friend, sibling, colleague, manager, employee, partner or spouse are you? To be truly successful in any role, job or relationship, you must leverage your strengths, develop additional skills, overcome any limitations that are standing in the way of achieving your goals, and exceed expectations whenever possible.

In the end, it's all about performance. The choices you make and the action you take as a result of those choices will determine whether you **STAND OUT FROM THE CROWD** in a positive way.

When you can **OUT-THINK** and  
**OUT-PERFORM** THE COMPETITION,

**YOU WILL  
STAND OUT  
FROM THE  
CROWD!**

**Jean Gatz, CSP • Keynote Speaker • Author**

Helping organizations and their people to **STANDOUT** from the **Crowd**

**Book Jean to deliver her new keynote based on this book!**

**[www.jeangatz.com](http://www.jeangatz.com) [jean@jeangatz.com](mailto:jean@jeangatz.com) 225.907.4138**