

PRIME Time:
*The Power of
Effective Planning*

RIA STORY

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WHAT OTHERS ARE SAYING ABOUT RIA
AND HER BOOKS:

"I want to start by saying thank you... You made me want to try at life because you made me realize that you can make it anywhere you want, no matter where or what you are from. THANK YOU SO MUCH!" JONATHAN, HIGH SCHOOL STUDENT

"Ria's book (Beyond Bound and Broken) is full of hope and inspiration, and she shows us that despite experiencing horrific trauma as a young adult, that if we choose to, we can get past anything with the attitude that we bring to our life... Her book is full of wonderful quotes and wisdom."

MADELEINE BLACK, AUTHOR OF UNBROKEN

"I am using your material to empower myself and my female clients. Thanks for sharing your story and a wonderful journey of growth."

SUE QUIGLEY, LICENSED CLINICAL THERAPIST

"Very few 'victims' would be willing to share such a personal story. However, nothing about Ria is average. She chose to rise above her painful past and now positions it in a way to offer hope and healing to others who've been through unspeakable abuse. Ria's Faith and marriage keep her grounded as she reveals the solid foundation which helps her stand as an overcomer. Read this story and find yourself and your own story strengthened."

KARY OBERBRUNNER, AUTHOR AND
FOUNDER OF AUTHOR ACADEMY ELITE, ON
RIA'S STORY FROM ASHES TO BEAUTY

"Thank you, Ria, for bringing our conference to a close. You were definitely an inspiration to all of us! Awesome Job!"

MELINDA, PRESIDENT AGS

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“Beyond Bound and Broken is a deeply inspirational book; one that will stay with you for years to come. The lessons are deep, yet practical, and her advice leads to clear solutions. This is a profoundly hopeful book. We all face pain, difficulty, and doubt but with resilience, we can lead vital, flourishing lives. Ria’s story although sometimes painfully difficult to read because of the trials she endured is a story of great courage and compassion both for herself as victim and for those who betrayed her. Forgiveness is a strong theme as is courage. I would highly recommend this book to anyone who is struggling to move forward after experiencing a great trial.” AMAZON CUSTOMER

“...it was awesome! Ria has a real gift. I came away with so many helpful tools! Thank you, Ria.”

STEFANIE, CONFERENCE ATTENDEE

“May God continue to bless your efforts. Your triumph is a great joy, and a gift to all that would hear or read it.”

LOUIS O., HUMAN RIGHTS ADVOCATE

“What an inspiration you are to all of us especially the women audience. Your book is a clear example & step by step guide on how to become an effective leader. It is so easy to read and simple yet meaningful which is the beauty of this book.”

K. POONWALA, CUSTOMER SUCCESS
MANAGER, ON LEADERSHIP GEMS FOR
WOMEN

“I was truly inspired by your presentation and the life lessons taught.” JENNIFER, CONFERENCE ATTENDEE

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CHAPTER ONE
WHAT GOT ME HERE?

“The challenge of a work-life balance is without question one of the most significant struggles of modern man.”

~Stephen R. Covey

I call it the “*whirlwind life*.” You feel like you are living life in a tornado.

The vast majority of people in our society today are overcommitted, overstressed, overscheduled, too tired, and too busy. Most of them will tell you they don’t like it. Either, they don’t know how to change it, or they aren’t willing to. The former problem can be corrected by applying the principles in this book or by moving permanently to a deserted island where you are the sole inhabitant and completely cut off from all communication with the outside world.

The latter problem can only be corrected when the person *is* willing to change what needs to be changed.

Change isn’t easy. It always requires more effort to make changes than it does to maintain the status quo. Changing your life is going to require energy, effort, self-discipline, and of course, time.

Work-life balance. It sounds good, like most lofty ideals do. But, how many of us have a good work-life balance? The term “*work-life balance*”

assumes there is a life in there somewhere among all the work. However, for many of us, actually getting to the “*life*” part (or getting there with enough energy to enjoy it) is our biggest challenge. How often are you too exhausted by the end of the workweek to really enjoy Saturday morning spent with the kids because you are too busy catching up on laundry or working in the yard? There simply wasn’t enough time to do your chores during the week. Or, you worked 10 plus hours per day at the office/job and still brought work home with you, so you could catch up.

Warning signs and symptoms that you may be experiencing the “*whirlwind life*” include: always running late or behind schedule, total exhaustion at the end of each and every day, forgetting commitments or appointments, and/or finding yourself unprepared for the day. Like the time I was 100% committed to going to the gym, but realized when I got there, I hadn’t brought my sneakers.

The solution is simple. We need to manage time better, right?

Wrong. Nothing could be farther from the truth.

In reality, no one can manage time. We can’t buy it. We can’t save it. We can’t get it back. However, we can waste it. We can spend it. Or, we can invest it.

There is an entire industry focused on “*Time Management.*” Millions of dollars are spent every year on planners, calendars, time tracking apps, and time budgeting software. There are literally hundreds of books on how to manage your time better, how to

track where your time goes, and how to do it more efficiently. We hear phrases that sound great: “*Work-life balance*” or “*Manage your time, manage your life.*”

Sometimes on the surface, the warning signs and symptoms seem easy to fix. For example, if you are always late to everything, it seems relatively easy to simply leave earlier.

There are two fundamental root causes for chronically being late:

1) Not budgeting enough time for activities

This can happen sometimes when we simply don’t know how much time a task will require.

A great example of this is grocery shopping. You may plan for a 30 minute trip to the grocery store because you don’t realize going to the grocery store on Friday afternoon at 5 pm is going to take longer than 30 minutes, plus the drive time will be longer with rush hour traffic. So, it takes you 90 minutes when you had only planned for 30, leaving your entire afternoon squashed into whatever time remains.

This problem can be solved by reflecting on how much time you are spending on your current activities and evaluating carefully which planning changes must be made. Be honest with yourself as you review your schedule. Do you KNOW the trip to the dentist will only take one hour or are you simply guessing? If you aren’t 100% sure, budget a little extra time for it and don’t plan something

immediately afterward. It's also important to make sure you are planning for travel time between appointments, work, or classes.

Remember too, you can't always plan for people. There will be times when you need to spend a little more time than planned with someone and cannot "*budget*" your time with them. Make sure you are planning a little personal time when you are dealing with others. For example, I always plan an extra 30 minutes in my calendar when I'm speaking or giving a workshop, so I'm available afterward for questions people may have. This way, I'm not rushing to my next appointment, and I have time to follow up with the audience.

2) Saying yes to everything

This is much more common and much more difficult to change.

If we are juggling too many things, sooner or later, something will get dropped. This could be saying yes to too many big things like work, school, and family. But, it could also be saying yes to too many little things like time on the phone with friends, playing games, or watching TV.

Sometimes, you know you need to say no, but you say yes. Often, you don't have the *courage* to say no.

I'm very careful about what I commit to. I declined an invitation to brunch recently because it was at 10:30 am, and I had a 12 pm client scheduled. It would have been very difficult to have brunch and

be on time for my appointment. So, I gracefully said, “*Let’s do it another time, please.*”

We have to be very careful about what we commit to. Don’t say yes to something unless you are completely dedicated to carrying it out. Once you commit, if you don’t follow through or are late, it’s a withdrawal from the relational trust account. I very rarely make commitments on the spot. I ask to follow up with the person, so I can check my calendar and other commitments first. This way, I don’t feel pressured to make a decision on the spot that I will regret later.

Of course, all of this is very easy to say. But often, it’s very difficult to do.

There are other signs relating to the “*whirlwind life.*” What if you aren’t always running late for an appointment, but you find yourself working on emails at home at 11 pm in an effort to simply catch up. You spent the entire workday in meetings of some sort. Then, you had to rush to get supper ready for the kids and finally, exhausted, you sit down with your laptop or phone after everyone else is asleep and pick up where you left off. You crash sometime around midnight and get up at 6 am to do it all over again.

You never seem to have the time for exercise or healthy eating. As a result, you have less energy, and the pounds start piling on. With a sigh, you tell yourself “*I will start another diet, right after...*”

In an effort to “*manage time,*” we struggle to make lists and use planners that don’t effectively help us

identify our main goals and the tasks for each goal in each area of life. Sometimes, we haven't set those goals. Therefore, we don't know what we should be working toward. Other times, we haven't taken the time to identify what is truly important. Some people prefer to live with chaos in their life rather than grow through the pain of change in order to reduce or eliminate the chaos.

Think back to what your grandparents might call the "*good ol' days*" where life was simply slower. They did everything by hand without the benefit of the technology we enjoy today. Washing clothes meant dragging out a washboard and tub, and then, hanging clothes out on the line to dry. Families worked together, played together, ate together, and worshipped together.

Evolution of Time Management

The evolution of "*time management*" over the years is interesting. The first method for managing time involves creating a "*to do*" list. You put everything you need to do on the list, so you won't forget. Whatever doesn't get done at the end of the day is put on the list for tomorrow. Priorities are not determined. It simply all needs to get done, so you start at the top and work your way down. Then, when you are about halfway down the list, you realize you finished a task that wasn't even on the list. So, you add it to the list simply for the satisfaction of crossing it off.

The second method of time management involves more planning and preparing. You schedule everything, and if something isn't scheduled, it doesn't get done. There isn't any room for anything extra because every single minute is scheduled. And, you feel pressured to live by the schedule you created. There isn't any flexibility. Surprises of any kind are your worst enemy.

The third method of time management involves both of the first two methods and adds the control element. You set goals, large and small, and work to accomplish them using a to-do list, planner, and calendar. You don't permit disruptions or unplanned activities because that would mean you are jeopardizing your goals. You are laser focused – to the point where you miss out on the spontaneity of an unplanned Saturday.

The problem is the most important things in life don't fit neatly into a planner. Your teenager might be suffering a life crisis, but you are too busy to notice. Or, you notice, but tell yourself you don't have time to talk to him right now. That deadline for work is in sight, and you need to put in a few extra hours.

There is always pressure to get more done, to be more, to do more, to have more, and to accomplish more. Believe me, I know.

For a long time, I tried to be the “*Super Achiever*” of the year because I felt I had to prove something to myself and to everyone else. I wanted to make up for the lost years growing up when I had lived with my

parents, virtually as a prisoner of my dad's abuse and his controlling behaviors.

I felt the need to prove I was worth something by accomplishing everything.

It's difficult, I know. As a self-employed entrepreneur, I spend at least twice as many hours working now as I did when I had a "real job." Work consumes my life because there is always pressure to be writing, reading, posting quotes, inspiring people, meeting new people, speaking about my story, or publishing the next book. There are always people out there I want to reach with a message of hope. The pressure to not let them down is there, so I am always reaching out.

I've learned it's important to plan my priorities instead of prioritizing my planning. It's simple but not easy. I know it's much easier said than done. But, it can be done. I have learned to do it.

It's how I managed to get through graduate school while working a full-time and a part-time job, while training for and running my first marathon, while training for and winning four state mountain biking championships, while also balancing my role as wife, step-mother, chief cook and bottle washer, while also volunteering as a secretary for a non-profit organization in my community and writing the grant application for a successful Recreational Trails Program \$100,000 grant. I was doing all of this simultaneously.

It's not because I'm superwoman. I simply learned how to manage my life. Then, I did it.

Does it sound too good to be true? It's not. It can be done. But, I won't promise it will be easy. If we want different results, we must do things differently. Making some of the changes in this book will require you to think deeply about what you truly want, what you truly value, and what you are truly willing to do to get it. You must be willing to make decisions, sometimes difficult decisions.

It won't happen overnight, and you won't get it right all of the time. None of us do. But, there is hope. So, stop waiting for the right time or a better time. Stop waiting for next year or soccer season to end. Stop putting off the important things in your life in order to do the pressing things.

This book is not for everyone. There are some people who will simply wish for life to be better or different but aren't committed to change. If you are looking for a quick-fix or an instant cure, this book is not for you.

Each section in this book has valuable information and a supporting exercise. Read the chapter. Then, complete the exercise. It's tempting to rush through the exercises or skip them entirely. You will get as much out of this book as you put into it. If you rush through the sections in an effort to get done, you will get very little from this book. Life likely won't change, and you will have simply spent some of your precious time wishing for life to be different or better instead of taking action to make it different or better. The choice is yours – and as much as I would like to, I can't do it for you. You are the one in control of

your life. Or, if you aren't in control of your life, you are the only one who can gain control of your life.

It's your life.

It's time to stop going through the motions each day.

It's time to create the life you want.

It's time to stop trying to manage time.

It's time to start managing your life.

It's time to start leading yourself.

CHAPTER TWO

IDENTIFY THE GAP

“To live is to choose. But to choose well, you must know who you are and what you stand for, where you want to go and why you want to get there.”

~Kofi Annan

Some of you may not know or remember, but there was a time when road trips were a little more complicated than they are now. Back then, going on a trip was a true test of communication in your marriage.

Quite a few years ago, Mack and I took our son, Eric, on vacation to Tampa, Florida. We planned to do some kayaking or canoeing, visit Busch Gardens, and do some sightseeing. We filled the car with our bags, packed a cooler with snacks, and took off down the road with our trusty atlas.

In those days, traveling didn't involve a cell phone or a GPS. You needed an atlas to navigate the major highways and make sure you were headed down the right road. An atlas would have maps of the major roads but usually didn't include a detailed map of the city, unless it was a major city. Even then, there was always the risk of the atlas being out of date if the roads had changed.

We made it to Tampa without any problem and stopped at a gas station when we got to the city. We

had to buy a map of Tampa, so we would know how to get to our hotel. With Mack driving, it was my job to navigate. I unfolded the map carefully as we started into the city. Since Tampa is a large city, the map was also large.

I had the address for the hotel where we were staying and was able to locate the street on the map in just a few minutes. But, as Mack kept driving, I realized we had a slight problem.

I didn't know where we were.

I knew the major interstate we had driven down, but I wasn't paying attention to where we got off or where we had stopped for gas and a map.

After a few minutes of driving in silence, Mack asked me, "*Where should I turn?*"

My reply, "*We are looking for the street our hotel is on.*"

"*I know that,*" he said, somewhat exasperated. "*What road do I turn on to get there?*"

Silence filled the car for a moment.

"*I don't know,*" I finally confessed.

"*What do you mean you don't know? Just look on the map, and tell me what road to turn on.*"

After being in the car for seven hours, the temperature was heating up, and I don't mean on the thermostat.

"*I am looking at the map!*" I exclaimed, hurt that he questioned my ability to read the map.

"*Well, you aren't looking at it if you don't know what road we need to take.*"

"*I know what road to take,*" I huffed, "*I just don't know what road we are on now.*"

We eventually saw a sign at an intersection that helped us figure out where we were, and then, we were able to find the right road to our hotel. It was an important lesson: The best map in the world isn't any good if you don't know where you are and where you want to go.

These days, when you take a road trip, you can get turn by turn guidance from Siri or the little man living inside your TomTom. But, in your life today, just like taking a road trip years ago, you must identify where you are and where you want to go, before you can get there.

Once you have done that, you can identify the gap between where you are and where you want to be. In technical terms, we could call this "*THE GAP ANALYSIS*," which is a fancy term for "*from here to there.*"

A *margin* is having a little extra or something held in reserve as a contingency for when the unexpected happens. When you have a margin in your life, you have room to manage what you can't plan for.

If you don't have a time margin, then a detour on your way to a meeting will throw you off completely. If you don't have a financial margin, then an unexpected illness and a few days of missed work will cause you to miss paying the bills this month. If you don't have an emotional margin, then the slight fender bender in the parking lot will cause you to have a complete meltdown.

When we don't have any margin, there is no room for the unexpected. And, the unexpected will occur, sooner or later.

It makes sense that having some margin in our lives is a good thing. But, it doesn't happen accidentally and certainly takes some work.

Some of you will be tempted to rush right through this section, scanning the statements and mentally noting a few areas where you may feel less than perfect. Let me warn you – don't do it. Remember, the tools in this book are only helpful when applied. They won't do you a bit of good if you rush through the exercises, writing it off as just one more task to cross off your list today.

Stop at this section and don't go any farther until you have had a chance to reflect on the following assessment and honestly evaluate your satisfaction with each area or dimension.

There are four dimensions of life: Physical, Spiritual, Mental, and Relational. All four areas are interrelated.

Much like a wheel, your life won't be smooth if you are not somewhat rounded. Being in harmony in your social/relational life doesn't justify being out of harmony in your physical life.

It's great if you have a happy marriage and happy kids. But if you have a heart condition due to poor lifestyle choices, you won't be able to enjoy those relationships.

We aren't striving for perfection here – it doesn't exist – but, we are seeking awareness. Where are you today, and where do you want to be tomorrow?

Exercise 1: Abundant Life Assessment

This assessment is a tool to help you identify the areas of life where you are satisfied, and also, the areas of life where you want to create positive change. It is simply an awareness exercise - there are no right or wrong answers, just a need to be completely honest with yourself. There is no grade, score, or reason to feel like you don't "*measure up*" because you, and only you, can truly say whether you are where you want to be in each area. Rate each area from 1 – 5, with 1 being "*Much room for improvement.*" and 5 being "*Completely satisfied with this area.*"

If you don't feel like you can thoroughly think through this exercise right now, go on about your day and spend some quiet time on this tomorrow.

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Spiritual	
I have a deeply connected spiritual relationship with my spiritual source.	1 2 3 4 5
I practice my spiritual practices and beliefs daily.	1 2 3 4 5
I live in complete accord with my spiritual beliefs and values.	1 2 3 4 5
My spiritual values and beliefs define my decisions in life.	1 2 3 4 5
Others see evidence of my spiritual values in my daily walk.	1 2 3 4 5
I depend on my spiritual source for renewal.	1 2 3 4 5
I continually seek spiritual growth and development.	1 2 3 4 5
I have dedicated time each day to reflect on my spiritual journey.	1 2 3 4 5
I have a deep sense of harmony and alignment with my spiritual values.	1 2 3 4 5
Others would define me as spiritually at peace.	1 2 3 4 5
How does this compare with where you want to be?	

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Mental/Emotional/Personal	
I have a personal growth and development plan.	1 2 3 4 5
I have long and short term goals, written and regularly reviewed.	1 2 3 4 5
I learn something inspirational or informational each day.	1 2 3 4 5
I know what my values are.	1 2 3 4 5
I consistently say “no” to things that are not in alignment with my values.	1 2 3 4 5
My daily activities are fulfilling.	1 2 3 4 5
I practice gratitude daily.	1 2 3 4 5
I have regular, dedicated time for personal renewal (vacation, meditation, reflection time, planning, goal setting) each week and annually.	1 2 3 4 5
I am living in accordance with my purpose and potential.	1 2 3 4 5
I am living within my budget and living my financial plan.	1 2 3 4 5
How does this compare with where you want to be?	

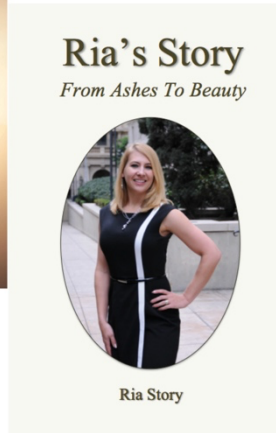
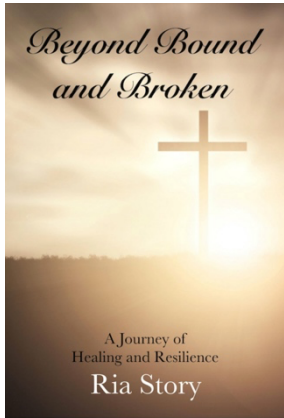
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Physical	
I am within the recommended weight guidelines for my gender, age, and height.	1 2 3 4 5
I drink water instead of soda, sugary beverages, or juice, most of the time.	1 2 3 4 5
I make healthy food choices and limit fast food or junk food.	1 2 3 4 5
I do cardiovascular training/exercises at least three times per week.	1 2 3 4 5
I do stretching or flexibility exercises at least three times per week.	1 2 3 4 5
I do strength training/exercises at least twice per week.	1 2 3 4 5
I don't overindulge in any food, and I don't eat for comfort or boredom.	1 2 3 4 5
I get enough sleep.	1 2 3 4 5
My physical environment (work, home, car, desk) reflects harmony and is uncluttered and organized.	1 2 3 4 5
I enjoy fresh air outside daily.	1 2 3 4 5
How does this compare with where you want to be?	

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Relational/ Social	
All of my friendships/relationships are positive influences in my life.	1 2 3 4 5
I am a positive influence in the lives of those around me.	1 2 3 4 5
I spend as much time as I need to, and want to, with my immediate family.	1 2 3 4 5
I am constantly seeking how to be a better person for each of my roles: spouse, parent, employee, boss, friend, sibling, etc.	1 2 3 4 5
I resolve relational conflicts immediately.	1 2 3 4 5
I live up to commitments made, to others and self, with integrity.	1 2 3 4 5
I actively support the dreams, goals, and aspirations of the people in my life.	1 2 3 4 5
Others would describe me as positive.	1 2 3 4 5
I have a mentor relationship that supports me.	1 2 3 4 5
There is no one in my life I need to forgive, including myself.	1 2 3 4 5
How does this compare with where you want to be?	

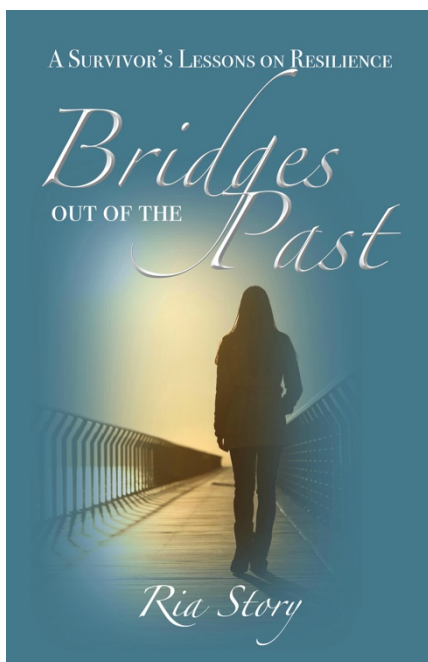
Read more books by Ria



In *Beyond Bound and Broken*, Ria shares how she overcame the shame, fear, and doubt she developed after enduring years of extreme sexual abuse by her father. Forced to play the role of a wife and even shared with other men due to her father's perversions, Ria left home at 19 without a job, a car, or even a high-school diploma. This book also contains lessons on resilience and overcoming adversity that you can apply to your own life.

In *Ria's Story From Ashes To Beauty*, Ria tells her personal story of growing up as a victim of extreme sexual abuse from age 12 – 19, leaving home to escape, and her decision to tell her story

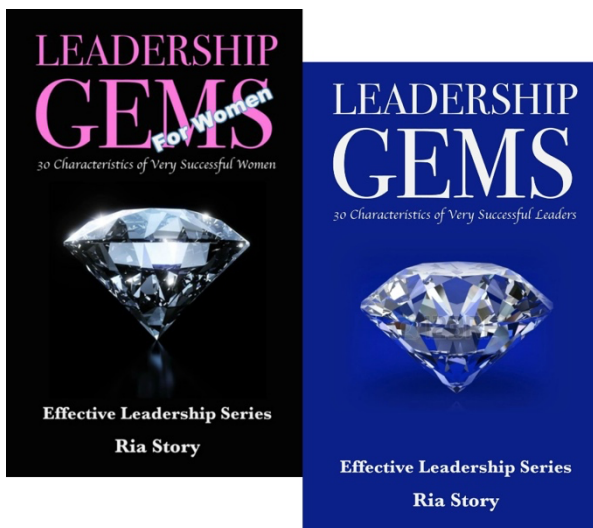
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It's not what happens to you in life. It's who you become because of it. We all experience pain, grief, and loss in life. Resilience is the difference between *"I didn't die,"* and *"I learned to live again."* In this captivating book on resilience, Ria walks you through her own horrific story of more than seven years of sexual abuse by her father. She then shares how she learned not only to survive, but also to thrive in spite of her past. Learn how to overcome challenges, obstacles, and adversity in your own life by building a bridge out of the past and into the future.

(Watch 7 minutes of her story at RiaStory.com/TEDx)

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Note: Leadership Gems is the generic, non-gender specific, version of Leadership Gems for Women. The content is very similar.

Women are naturally high impact leaders because they are relationship oriented. However, it's a “man’s world” out there and natural ability isn’t enough to help you be successful as a leader. You must be intentional.

Ria packed these books with 30 leadership gems which very successful people internalize and apply. Ria has combined her years of experience in leadership roles of different organizations along with years of studying, teaching, training, and speaking on leadership to give you these 30, short and simple, yet powerful and profound, lessons to help you become very successful, regardless of whether you are in a formal leadership position or not.

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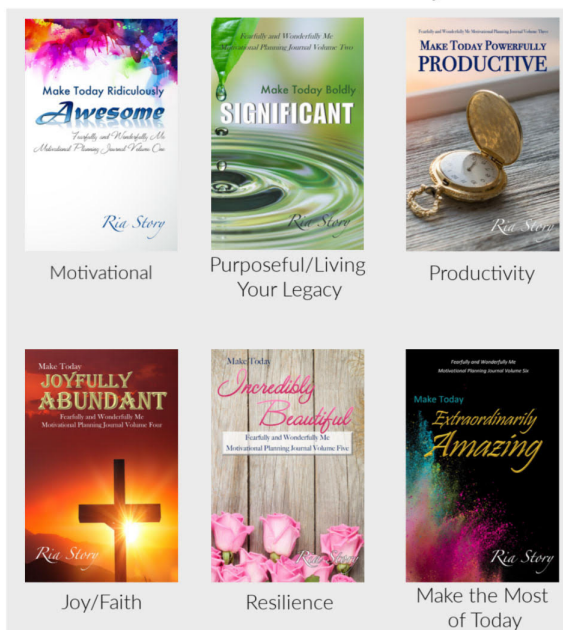
You have hopes, dreams, and goals you want to achieve. You have aspirations of leaving a legacy of significance. You have untapped potential waiting to be unleashed. But, unfortunately, how to maximize your potential isn't something addressed in job or skills training. And sadly, how to achieve success and find significance in life isn't something taught in school, college, or by most parents.

In *ACHIEVE: Maximize Your Potential with 7 Keys to Unlock Success and Significance*, Ria shares lessons to help you become more influential, more successful and maximize your potential in life. Three-page chapters are short, yet powerful, and provide principles on realizing your potential with actionable takeaways. These brief vignettes provide humorous, touching, or sad lessons straight from the heart that you can immediately apply to your own situation.

Motivational Planning Journals

Choose a theme for the season of your life!

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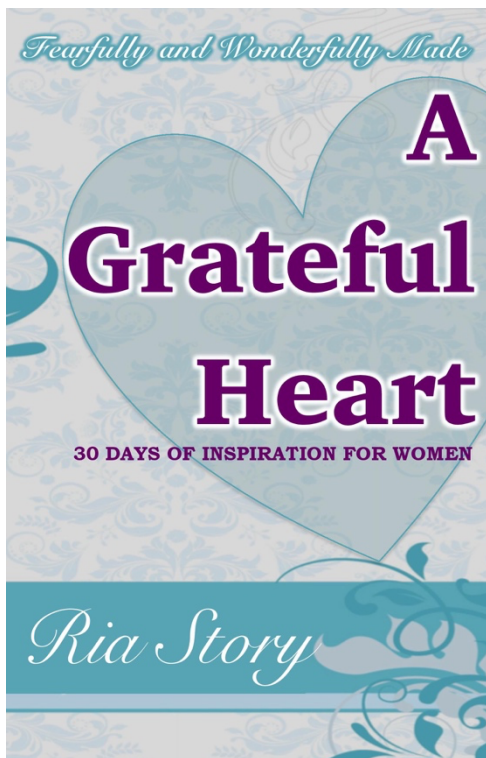


Start each day with a purposeful mindset, and you will achieve your priorities based on your values.

Just a few minutes of intentional thought every morning will allow you to focus your energy, increase your influence, and make your day all that it can be!

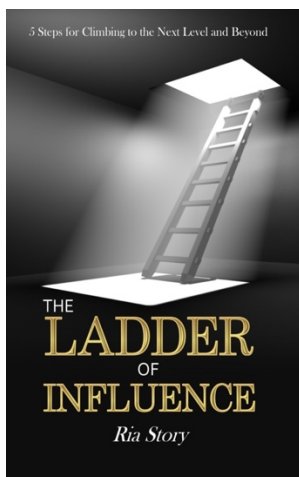
Each journal in the series has different motivational quotes and a motivational theme. Choose one or get all six for an entire year's worth of **Motivational Planning!**

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Become inspired by this 30-day collection of daily devotions for women, where you will find practical advice on intentionally living with a grateful heart, inspirational quotes, short journaling opportunities, and scripture from God's Word on practicing gratitude.

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The Ladder of Influence provides a powerful, yet simple, framework to help you realize the practical steps you can take to increase your influence with the people around you: family, friends, co-workers, your boss, etc.

We all have some influence, yet we all want more influence. Simple. But why, how, where, who, and when we influence others as well as how we in turn are influenced by others is incredibly complex because people are incredibly complex.

When we have more influence, we have more options, opportunities, and more choices. Life will always be better with more options, more opportunities, and more choices.

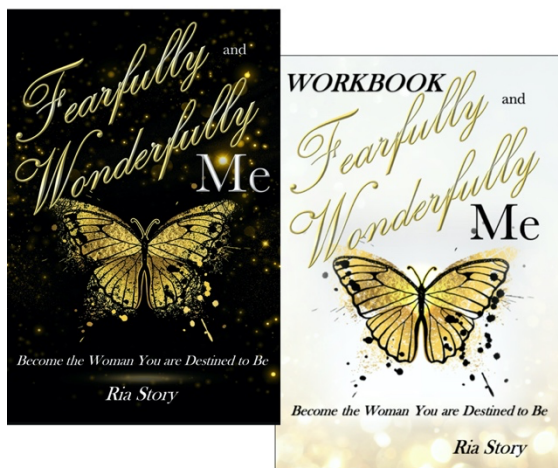
Order books online at Amazon or
RiaStory.com



Ria's *Effective Leadership Series* books are written to develop and enhance your leadership skills, while also helping you increase your abilities in areas like communication and relationships, time management, planning and execution, leading and implementing change. Look for more books in the *Effective Leadership Series*:

- *Straight Talk: The Power of Effective Communication*
- *PRIME Time: The Power of Effective Planning*
- *Change Happens: Leading Yourself and Others through Change (Co-authored by Ria & Mack Story)*
- *Leadership Gems & Leadership Gems for Women*

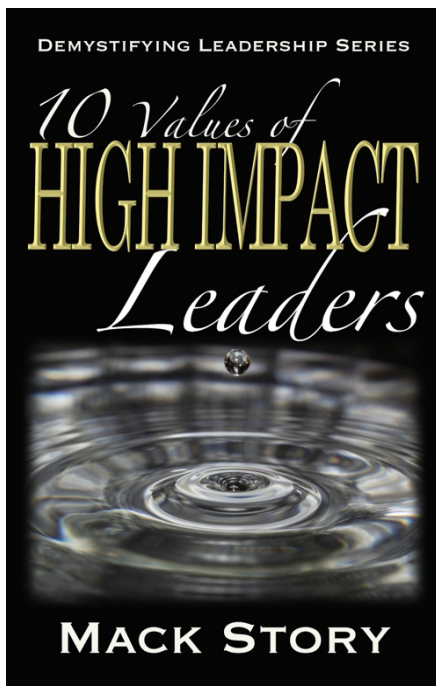
Read more books by Ria



You have untapped potential to do, have, and be more in life. But, developing your potential and becoming the best version of yourself will require personal transformation. You will have to transform from who you are today into who you want to become tomorrow.

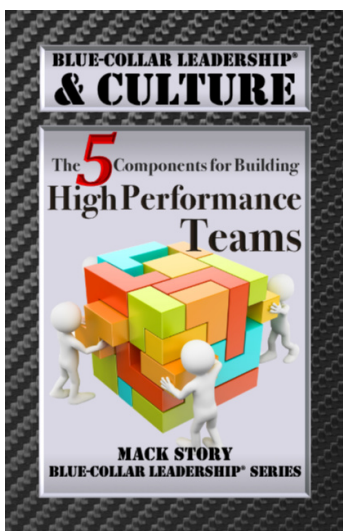
Ria Story brings unique insight in her book, “Fearfully and Wonderfully Me: Become the Woman You are Destined to Be” and the accompanying workbook to help you: believe in yourself and your potential; embrace your self-worth; overcome self-limiting beliefs; increase your influence personally & professionally; and achieve your goals & develop a mindset for success. These two resources will empower you to own your story, write a new chapter, and become the woman and leader you are destined to be.

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High impact leaders align their habits with key values in order to maximize their influence. High impact leaders intentionally grow and develop themselves in an effort to more effectively grow and develop others. These *10 Values* are commonly understood. However, they are not always commonly practiced. These *10 Values* will help you build trust and accelerate relationship building. Those mastering these *10 Values* will be able to lead with speed as they develop 360° of influence from wherever they are.

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It's easier to compete when you're attracting great people instead of searching for good people.

Blue-Collar Leadership® & Culture will help you understand why culture is the key to becoming a sought after employer of choice within your industry and in your area of operation.

You'll also discover how to leverage the components of The Transformation Equation to create a culture that will support, attract, and retain high performance team members.

Blue-Collar Leadership® & Culture is intended to serve as a tool, a guide, and a transformational road map for leaders who want to create a high impact culture that will become their greatest competitive advantage.

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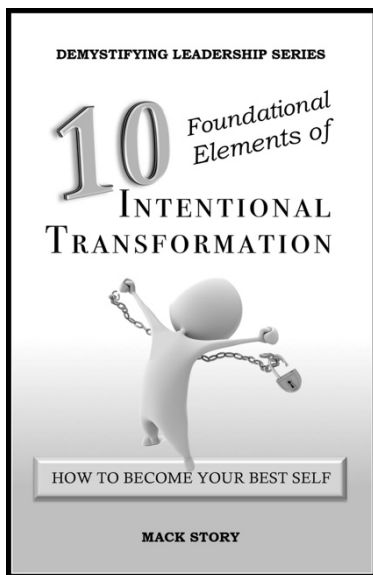


Are you looking for transformation in your life? Do you want better results? Do you want stronger relationships?

In *Defining Influence*, Mack breaks down many of the principles that will allow anyone at any level to methodically and intentionally increase their positive influence.

Mack blends his personal growth journey with lessons on the principles he learned along the way. He's not telling you what he learned after years of research, but rather what he learned from years of application and transformation. Everything rises and falls on influence.

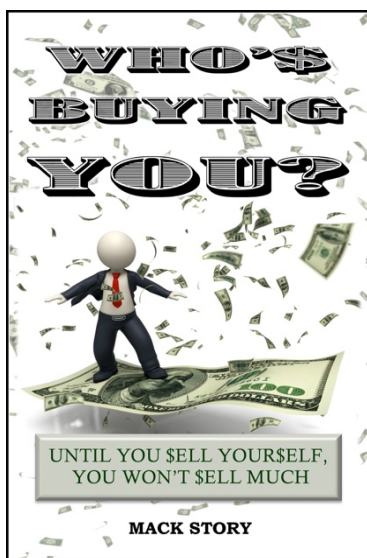
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10 Foundational Elements of Intentional Transformation serves as a source of motivation and inspiration to help you climb your way to the next level and beyond as you learn to intentionally create a better future for yourself. The pages will ENCOURAGE, ENGAGE, and EMPOWER you as you become more focused and intentional about moving from where you are to where you want to be.

All of us are somewhere, but most of us want to be somewhere else. However, we don't always know how to get there. You will learn how to intentionally move forward as you learn to navigate the 10 foundational layers of transformation.

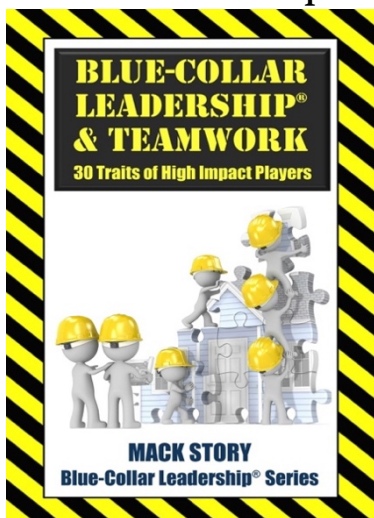
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“Sales persuasion and influence, moving others, has changed more in the last 10 years than it has in the last 100 years. It has transitioned from buyer beware to seller beware” ~ Daniel Pink

So, it's no longer “Buyer beware!” It's “Seller beware!” Why? Today, the buyer has the advantage over the seller. Most often, they are holding it in their hand. It's a smart phone. They can learn everything about your product before they meet you. They can compare features and prices instantly. The major advantage you do still have is: YOU! IF they like you. IF they trust you. IF they feel you want to help them. This book is filled with 30 short chapters providing unique insights that will give you the advantage, not over the buyer, but over your competition: those who are selling what you're selling. It will help you sell yourself.

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Are you ready to play at the next level and beyond?

In today's high stakes game of business, the players on the team are the competitive advantage for any organization. But, only if they are on the field instead of on the bench.

The competitive advantage for every individual is developing 360° of influence regardless of position, title, or rank.

Blue-Collar Leadership® & Teamwork provides a simple, yet powerful and unique, resource for individuals who want to increase their influence and make a high impact. It's also a resource and tool for leaders, teams, and organizations, who are ready to Engage the Front Line to Improve the Bottom Line.

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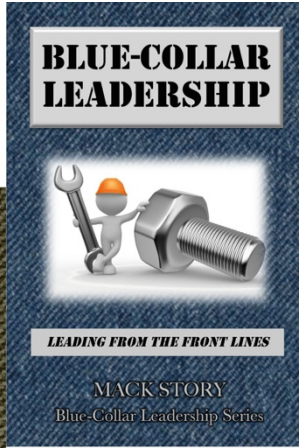
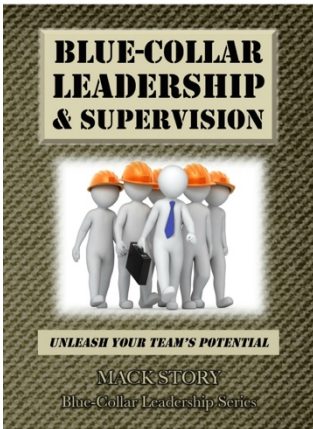
**Fast and Effective Workforce & Leadership
Development for Team Members and Leaders at
Every Level**

Leaders are **BUSY**. The greatest challenge High Impact leaders face in leadership development is the struggle to find time.

Workforce development is **critical** for creating a leadership culture that attracts, retains, and engages top talent. Unfortunately however, opportunities for growth, team building, and leadership development are often pushed aside, second to project deadlines, customer needs, and urgent job details.

That's why Mack Story designed *Toolbox Tips*, a collection of powerful leadership principles delivered in a short and easy to understand format for quick and consistent workforce development.

**Order books online at Amazon or
BlueCollarLeadership.com**



“I wish someone had given me these books 30 years ago when I started my career on the front lines. They would have changed my life then.

They can change your life now.” ~ Mack Story

Blue-Collar Leadership[®] & *Supervision* and *Blue-Collar Leadership*[®] are written specifically for those who lead the people on the frontlines and for those on the front lines. With 30 short, easy to read 3 page chapters, these books contain powerful, yet simple to understand leadership lessons.

**Down load the first 5 chapters of each book FREE at:
BlueCollarLeadership.com**

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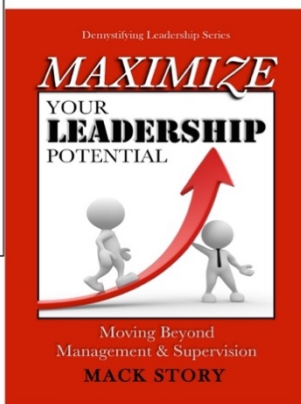
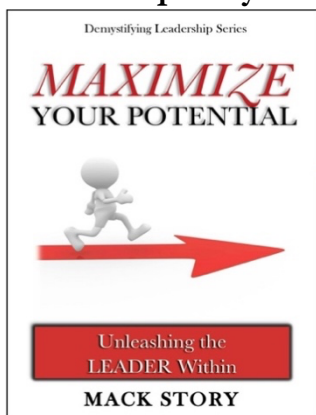


The biggest challenge in process improvement and cultural transformation isn't identifying the problems. It's execution: implementing and sustaining the solutions.

Blue-Collar Kaizen is a resource for anyone in any position who is, or will be, leading a team through process improvement and change. Learn to engage, empower, and encourage your team for long term buy-in and sustained gains.

Mack Story has over 11,000 hours experience leading hundreds of leaders and thousands of their cross-functional kaizen team members through process improvement, organizational change, and cultural transformation.

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TopStoryLeadership.com**

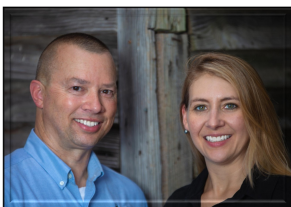


"I wish someone had given me these books 30 years ago when I started my career. They would have changed my life then. They can change your life now." ~ Mack Story

MAXIMIZE Your Potential will help you learn to lead yourself well. *MAXIMIZE Your Leadership Potential* will help you learn to lead others well. With 30 short, easy to read 3 page chapters, these books contain simple and easy to understand, yet powerful leadership lessons.

Note: These two MAXIMIZE books are the white-collar, or non-specific, version of the Blue-Collar Leadership® books and contain nearly identical content.

Top Story Leadership



Top Story Leadership simplifies foundational leadership principles into everyday language and easy to apply and understand concepts, so organizations and individuals can turn potential into reality. Mack and Ria Story are Certified Speakers and Trainers. They are published authors with more than 20 books available on leadership development, personal growth, and inspirational topics.

- Equip Organizational Leaders
- Encourage Positive Change
- Educate & Empower
- Engage the Front Line to Improve the Bottom Line

Leadership Speaking & Development *Leadership Made Simple*

- Leadership Development/Personal Growth
- Organizational Change/Transformation
- Communication/Trust/Relationships
- Time Management/Planning/Execution

“What clients have to say...

“My first words are, GET SIGNED UP! This training is not, and I stress, not your everyday leadership seminar! I have attended dozens and sent hundreds to the so-called ‘Leadership-Training.’ I can tell you that while all of the courses, classes, webinars, and seminars, had good intentions, nothing can touch what Mack and Ria Story provide. I just wish I had it 20 years ago!”

~ Sam McLamb, VP & COO, CMP

“We would highly recommend Mack and Ria as speakers...their presentation was inspirational, thought-provoking, and filled with humor. They taught us some foundational leadership principles.”

~ Stephen, President-elect, WCR

“Mack and Ria understand people! The dynamic team made such an impact on our front line supervision that they were begging for more training! We highly recommend Mack and Ria!”

~ Rebecca, Director of Process Improvement, GKN



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