

ACHIEVE:

Maximize Your Potential with 7
Keys to Unlock Success and
Significance

RIA STORY

Some names and identifying details have been changed to protect the privacy of individuals.

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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

Ria Story

"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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INTRODUCTION

We all have hopes, dreams, and goals that we want to ACHIEVE. From big dreams and life goals to New Year's Resolutions or even career goals, achievement in life is something we all strive for and must have in order to be successful. Unfortunately, how to be successful isn't something that is taught in school or college.

How to ACHIEVE in life wasn't something my parents taught me. How to find success, regardless of how I defined it, wasn't something addressed in the training for any job I've ever had. How to ACHIEVE goals in life was something I learned the hard way – by trying, failing, trying again, and succeeding – over and over again. I took many wrong turns along the way, and I certainly have regrets over poor and sometimes foolish decisions.

I've been blessed to have some wonderful people in my life who were able to help me learn some hard lessons. I've had role models who showed me what to do – and what not to do. Putting it all together requires one to consider how to be intentional about setting and achieving daily to-do lists, weekly goals, and life dreams.

What I'm defining is the essence of self-leadership. The tips on each key area contained in this book are critical to leading ourselves in order to accomplish things in life. It takes all of the factors I'm including. Intentionally applying them will enhance and accelerate your progress. No one ever wakes up and realizes they have accomplished significant things accidentally.

The letters in ACHIEVE stand for:

- Attitude
- Choices

- Humility
- Integrity
- Energy
- Vision
- Excellence

Achievement is not something we do. It is something we are. It is a state of being, not a state of doing. These principles will help you ACHIEVE, unlock your potential, become successful, and even become significant in the lives of others.

Knowledge alone is not enough. I'll be giving you some tips on how to ACHIEVE in your life, but they must be applied to have an impact. Reading them is only the first step. Whatever your goals and dreams are, you will have to work to get there. Investing time, energy, and even money into developing yourself will help you move toward your goals.

Achievement and success require dedication and hard work in addition to the tips included in this book. It's also important to keep in mind we must continually work for achievement. If we ACHIEVE one goal and simply stop there, we are not truly living life. Standing still is not an option. Life moves on, regardless of our feelings about it. Time goes on, we can't change that. We simply must learn to move forward and to adjust.

Achievement is much like mountain climbing – no one gets there accidentally. Certainly no one ever accidentally climbed to the top of Mount Everest. Consider some great achievers in history: Diana Nyad swam from Cuba to Florida with no shark cage – an amazing accomplishment that certainly didn't happen accidentally. Thomas Edison did succeed in creating the light bulb – but only after

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thousands of attempts. Team Hoyt biked and ran across the U.S. in 45 days, and that was most certainly intentional.

I'll be giving you examples for each key area and sharing stories from my life where I have successfully applied the principles found in this book. And, I'll also be giving you examples of when I failed to apply the principles. We can learn more from our failures in life than our successes if we reflect on the lesson and apply it in the future.

Challenges and failures in life actually help us because they allow us to learn how to succeed and overcome obstacles. It is a fact that we will fall, and we will fail in life.

When we convert our failures into lessons, they become positive experiences and provide us with valuable insight on how to succeed in the future. We can choose to learn the lesson and benefit from it, although I know that can sometimes be difficult. However, it's much better to learn the lesson than to repeat the mistake.

What qualifies me to write this book is my track record of achievement in life to date. Not because I'm special. But, because the principles work when we apply them, and I've diligently applied them for many years. They worked for me; they will work for you.

I'm excited to share the lessons I've learned to help you create an achievement model for your life. Let's get started.

CHAPTER 1

ATTITUDE CREATES POSITIVITY

ACHIEVE

"What we believe determines how we behave."

~ Andy Stanley

I didn't get a head start in life.

My father sexually abused me from age 12 – 19, forced me to play the role of his wife, beat me, raped me, and even shared me with others.

I didn't know how to handle the pain, shame, and false sense of guilt from those years of abuse. Life was, at times, almost not worth living. I once considered ending it.

I met my husband Mack when I was 19. He was my knight in a shiny Camaro. He gave me the courage and support to escape, and I didn't look back.

I left behind the father who had abused me, and I left behind my mother who blamed me for it all. I left with a couple of pillow cases stuffed with my clothes and a determination that my past wasn't going to hold me back.

I didn't really know how to deal with what happened to me, so I did the best I could at the time. I locked seven years of my life up behind a closed door in my heart. And then, I threw away the key.

I realized I could spend the rest of my life playing the victim role and using what happened to me as an excuse not to enjoy the rest of my life. Or, I could survive, move on, and learn to thrive. I chose to thrive.

What happens to us in life isn't what's most important. What's most important is how we allow it to affect us. We don't always get to choose what happens in life. We do get to choose how it affects us and how we respond to it. We can choose our attitude about what happens.

Attitude creates positivity.

Attitude can make or break the situations you face every day. It's not easy, but making a decision to have a positive

attitude and to be grateful for what you have can turn a bad situation into a good one.

My friend Amir Ghannad, author of *The Transformative Leader*, often talks about the power of our mindset in a situation. He says, *“Your view of what is going on is influenced far more by what you say to yourself about the situation than what you actually physically see or hear.”*

I was working a side job as a waitress at a steakhouse many years ago. I had a full time job and was also taking night classes.

One Saturday night, I got a large table of 10 people in my section. The kitchen was running behind. When the party ordered appetizers, I rushed to place the order with the kitchen. Fast service meant a bigger tip, and I was working hard with a smile. In the back, the appetizers came across the hot food line. I loaded up my serving tray with a platter of golden fries covered with bacon and cheese and a bowl of ranch dressing on the side. With the addition of a stack of appetizer plates, the serving tray was full.

I lifted the tray to my shoulder and grabbed a stand for the tray on my way out the door. As I left the kitchen, I noticed one shoe felt loose. I decided to ignore it since my hands were full as I moved through the restaurant.

I almost made it.

Less than 10 feet from my table, the shoelace that had come untied found its way under my other shoe. As I firmly placed that foot down and lifted the other, the issue became clear. It's easy to have a good attitude when things are going my way. It was much more difficult to have a good attitude when I crashed to the floor in a pile of cheese fries, ranch dressing, and broken appetizer plates.

Right then and there, I had a choice.

That could become the worst waitressing moment of my life. Or, it could simply be a moment. It was about how

ACHIEVE

I chose to take it. I got up and decided to disregard the ranch dressing dripping down my shirt! I decided to laugh about it, and smile, even though I was sure my table was going to be upset because those were clearly their cheese fries on the floor. But, they also had a good attitude and were very patient about getting their food. Our attitude about what happens is important. Our attitude towards other people is even more important.

John Maxwell said, *"85 percent of success in life is due to attitude."* Our attitude toward life will determine life's attitude towards us. The interesting thing about attitude is we get to choose it.

We can look at any situation in our lives and choose to see the positive or the negative side of things. As Marianne Williamson said, *"Joy is what happens to us when we allow ourselves to recognize how good things really are."*

It's truly up to us to focus on what we can control – our attitude. Stephen R. Covey calls it *"re-scripting"* ourselves into a proactive state where we choose our response to the situation. Start with being grateful for what you have, rather than bitter about what you don't have.

CHAPTER 2
ATTITUDE CREATES
POSSIBILITY

“How we think shows through in how we act. Attitudes are mirrors of the mind. They reflect thinking.”

~ David Joseph Schwartz

It's our perspective as a victim or victor that will determine our success in life. Bad things happen to everyone at some point. We don't choose to be victims in life. But, we can choose to be survivors. As Stephen R. Covey said, *“Victimism gives your future away.”*

A positive mindset creates possibility for the future. A victim mindset causes us to give away what's possible in the future because if we aren't looking for the positive things in life, we won't find them.

Attitude creates possibility.

My first job was working as a server at a pizza restaurant. I worked the lunch shift, Monday through Friday every day, from 11 – 2. Most customers would have the all-you-can-eat pizza and salad buffet because it was fast and didn't cost too much.

I was the only lunch server for all 36 tables in the restaurant. My job was to set up the buffet, keep the salad bar stocked and clean, make the tea, fill the ice bin, stock the soda machine, answer the phone, take delivery orders, greet the customers when they entered, take and fill their drink orders, keep dirty plates bussed, refill their drinks, check them out at the cash register, clean the tables, chairs, and floor after the customers left, wash all the dishes, put them away, and restock everything before I left. All for \$2.13 per hour, plus any tips I made.

The lunch buffet was \$5.99, and a drink was \$1.35. Most customer bills came to less than \$8.00 for lunch. The average tip is 10% for a buffet, so the best tip I could expect would be about \$1.00 – and that's if I hustled really hard to keep their beverage refilled and the dirty plates

bussed. If I was too busy and the customer ran out of tea, I may not have gotten a tip at all.

I learned a lot of things during my years of waiting tables, off and on, earlier in my career. You see the best and the worst of people when you wait tables.

I learned quickly my attitude affected my tips. If I didn't smile at the customers, they thought I was unfriendly. If I didn't greet them enthusiastically, they didn't feel welcome or appreciated. If I didn't remember the names of the regular customers and what they liked to drink, they often wouldn't even leave me the change from their dollar.

Attitude is the one thing that changes everything. I don't mean your attitude on the days things are going right. I mean your attitude each and every day, even when things aren't going your way. Your attitude reveals all someone needs to know about your character. If you are positive, it will show. If you are negative, it will also show. Having a positive or negative attitude will impact your level of success.

Your attitude will affect both your feelings and your actions. John C. Maxwell said it this way, *"We are either the masters or the victims of our attitudes. It is a matter of personal choice."*

If you carry with you an attitude of positivity and hope, people will want to be around you. If you carry an attitude of negativity and complain, people will not want to be around you.

Motivational speaker and author Nick Vujicic said it best, *"Often people ask how I manage to be happy despite having no arms and no legs. The quick answer is that I have a choice. I can be angry about not having limbs, or I can be thankful that I have a purpose. I choose gratitude."*

Nick Vujicic was born without arms or legs and suffered from bullying as he grew up. He often felt like a

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burden on his family. However, he is now a world renowned speaker, father, and evangelist. He hasn't let his physical state hold him back from creating a life where he impacts millions of people all around the world. He is one of the most positive people I've ever met. I've even seen videos of him surfing, swimming, and golfing!

He chose to be positive and his attitude of positivity has created possibility in his life.

Focus on what you can control. Focus on what you can do. Focus on what you can influence. When you focus on these things, they increase.

We are often very good at creating excuses as to why we can't do something. Even worse, we eventually talk ourselves into believing our excuses. Then, they become limiting beliefs.

Don't spend your life making excuses or creating reasons why you can't do something. As Thomas Jefferson said, *"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude."*

Our attitude creates possibility and possibility creates hope. When we have hope, we experience a fundamental mindset shift and expect something good to happen instead of expecting something bad to happen.

That's why positive mental affirmations are so powerful. When you reflect on empowering thoughts about success rather than reasons for failure, you will find what you focus on expands. We literally create our future one choice at a time. The first and most important choice comes down to our attitude: our outlook on life.

CHAPTER 3
ATTITUDE CREATES
PERSPECTIVE

ACHIEVE

“The habit of being happy enables one to be freed, or largely freed, from the domination of outward conditions.”

~ Robert Louis Stevenson

Carey Lohrenz was the US Navy’s first female F-14 Tomcat fighter pilot.¹ To say she faced challenges in her career is an understatement. As a female in a male dominated field, she had to break through more than a few barriers to be successful. Perhaps, the most challenging obstacle she faced was an obstacle she faced early in life. It’s also likely the one that gave her the perspective to overcome all the other challenges she later faced. Carey was born without fully developed hip bones. In fact, when she was six weeks old, her parents were told she would never be able to walk and would probably be in a wheelchair her entire life.

She underwent major reconstructive surgery and spent the first two years of her life in a plaster body cast from the waist down, holding her hips and legs in a frog-like position to allow her bones to develop the right way.

After she grew out of the need for a cast, she had to wear a brace with a bar between two boots that locked her feet into a position pointed out nearly 180 degrees from one another to keep her hips stable. Everyone but her parents believed she would never be strong enough to learn to walk, but eventually she did. Step by step. Inch by inch. She not only learned to walk, but she also became so physically fit that she was able to serve in the military and fly an F-14.

Carey’s experiences in those first few years of life gave her a unique perspective which allowed her to approach all of her future challenges with an attitude of *“just watch me!”* Obviously, her attitude toward life served her well throughout her military career.

Carey says, *"We hear all these little messages and negative labels from naysayers, starting at an early age: You're not smart enough. You're too slow. Too young. Too old. Too inexperienced...Too whatever. And, these discouragements don't always come from evil people who want to see us fail. Quite often, they come from people who love us and care about us...Sometimes they have good intentions; they don't want to see us hurt or disappointed when faced with a challenging reality. So, they try to lower our expectations."*

Carey learned to keep a good perspective when faced with challenges. That helped her maintain a positive attitude in the face of adversity, challenge, and danger.

Our perspective of challenges determines our response to them. When we view a challenge with a positive perspective, we see an opportunity. Even when we fail, the right perspective allows us to learn and to be more likely to succeed in the future.

Think of when a toddler learns to walk. He or she falls many times, eventually learning to walk by learning what NOT to do. And yet, we don't call it failing to learn to walk.

Failing only becomes failure when we quit trying.

The right perspective gives us the tenacity to keep trying again and again as we learn what NOT to do while we're also learning what we can do or should be doing.

Learning is based on having a growth-oriented mindset which allows us to realize failure, mistakes, and obstacles don't define us. The right attitude provides a perspective of *this situation will provide an opportunity for growth*. instead of *my lack of ability is going to limit my success in this situation*.

The right attitude provides a perspective of *my ability isn't predetermined but rather my effort and attitude determines my ability*.

Without an attempt, there will be no experience.

Carol Dweck, author of *Mindset: The New Psychology of Success*, believes success in any area of life is dramatically

ACHIEVE

influenced by how we think. She writes, “*My research has shown that the view you adopt for yourself profoundly affects the way you lead your life. It can determine whether you become the person you want to be and whether you accomplish the things you value.*”²

I mentioned how I started my career waiting tables for \$2.13 an hour plus tips. There is nothing wrong with waiting tables, and I was proud to be earning my own money for the first time in my life. But, it didn’t take long before I realized I didn’t want to do that the rest of my life.

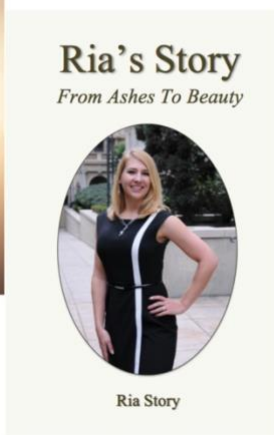
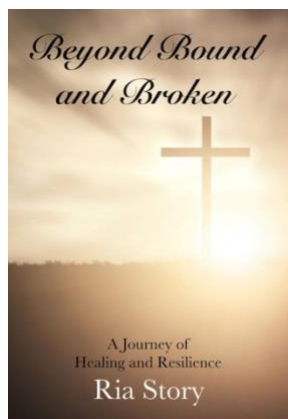
It would have been easy to use my lack of formal education as an excuse not to improve myself or my circumstances. It was daunting to realize I would need to spend *years* working while going to college to earn the degree that would qualify me for the job I wanted.

Because I was homeschooled, I had never been to any type of school. I didn’t have a diploma. Starting from ground zero was tough. I started by taking my GED exam and passing it. Next, I enrolled in community college, took classes at night, and worked during the day. In all, I spent 10 years going to college while working full-time and often had part-time jobs too in order to graduate with my MBA. But, I did it. And, I did it with a cumulative 4.0 GPA. My perspective was *I can*, and *I will* instead of *it will take too long*.

Our attitude creates perspective. Perspective positions us for success or failure.

[Like what you read? Click here to order ACHIEVE: Maximize Your Potential with 7 Keys to Unlock Success and Significance](#)

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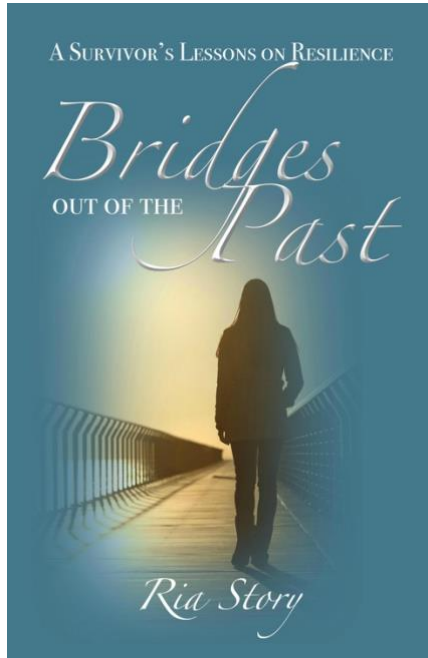


In *Beyond Bound and Broken*, Ria shares how she overcame the shame, fear, and doubt she developed after enduring years of extreme sexual abuse by her father. Forced to play the role of a wife and even shared with other men due to her father's perversions, Ria left home at 19 without a job, a car, or 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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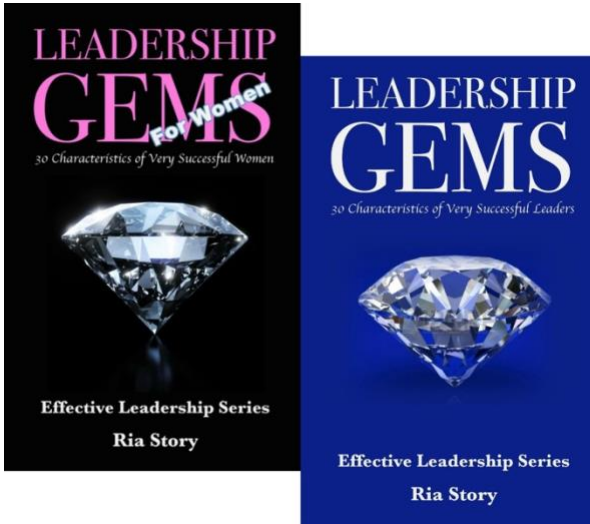
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It's not what happens to you in life. It's who you become because of it. We all experience pain, grief, and loss in life. Resilience is the difference between *"I didn't die,"* and *"I learned to live again."* In this captivating book on resilience, 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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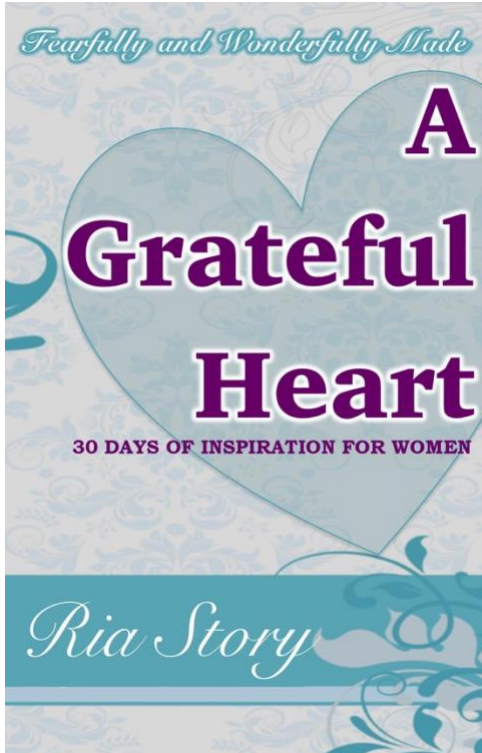
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You have hopes, dreams, and goals you want to achieve. You have aspirations of leaving a legacy of significance. You have untapped potential waiting to be unleashed. But, unfortunately, how to maximize your potential isn't something addressed in job 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.

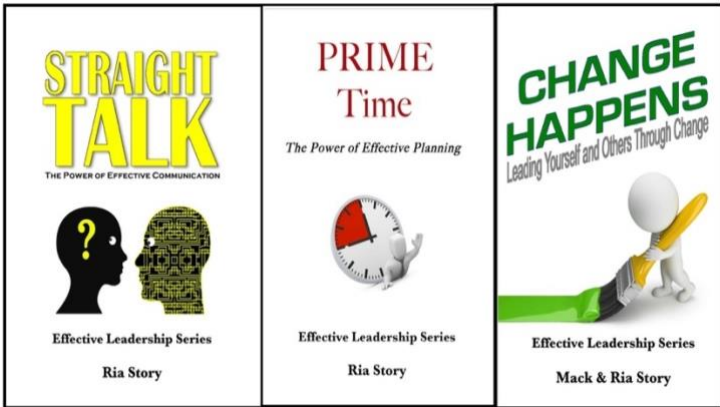
In *ACHIEVE: Maximize Your Potential with 7 Keys to Unlock Success and Significance*, Ria shares lessons to help you become more influential, more successful and maximize your potential in life. Three-page chapters are short, yet powerful, and provide principles on realizing your potential with actionable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

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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.

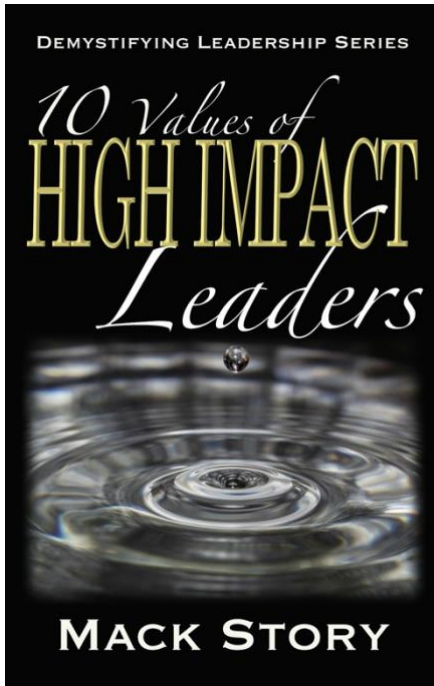
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Ria's *Effective Leadership Series* books are written to develop and enhance your leadership skills, while also helping you increase your abilities in areas like communication and relationships, time management, planning and execution, leading and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

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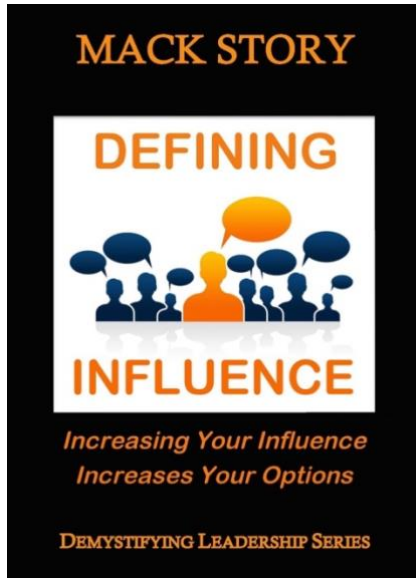
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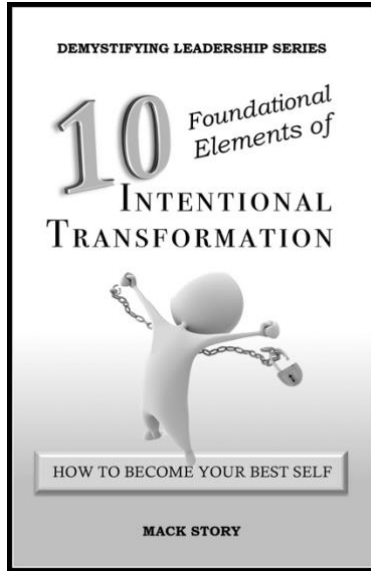
Are you looking for transformation in your life? Do you want better results? Do you want stronger relationships?

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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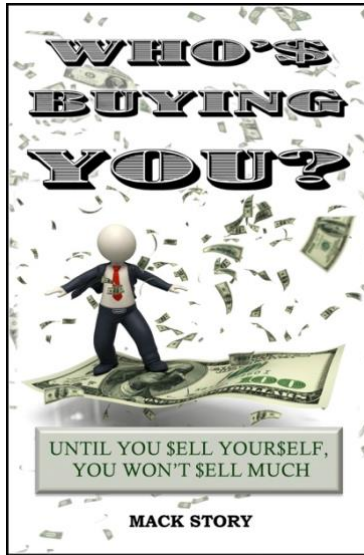
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10 Foundational Elements of Intentional Transformation serves as a source of motivation and inspiration to help you climb your way to the next level and beyond as you learn to intentionally create a better future for yourself. The pages will ENCOURAGE, 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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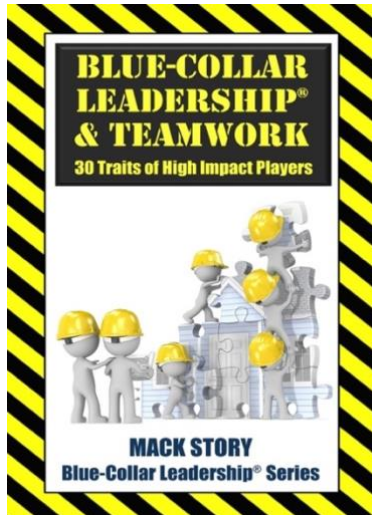


“Sales persuasion and influence, moving others, has changed more in the last 10 years than it has in the last 100 years. It has transitioned from buyer beware to seller beware” ~ Daniel Pink

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.

ACHIEVE

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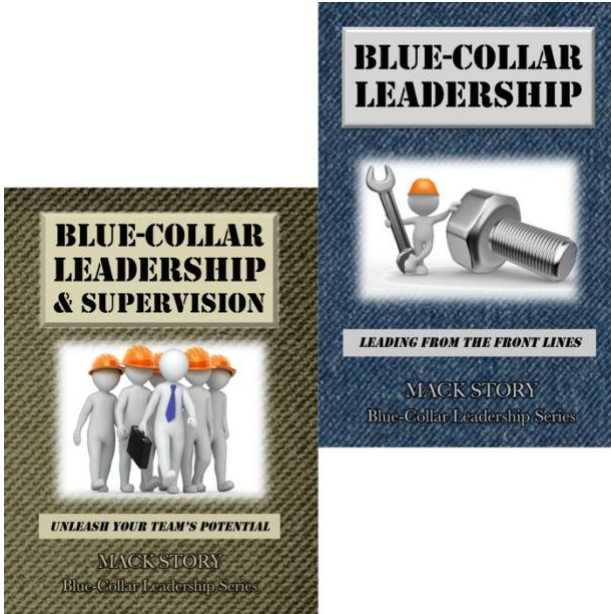
Are you ready to play at the next level and beyond?

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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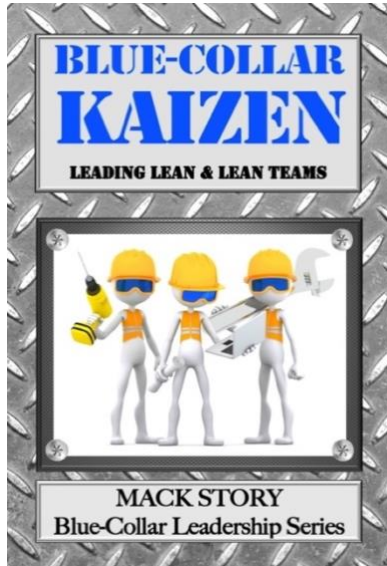


"I wish someone had given me these books 30 years ago when I started my career on the front lines. They would have changed my life then. They can change your life now." ~ Mack Story

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:
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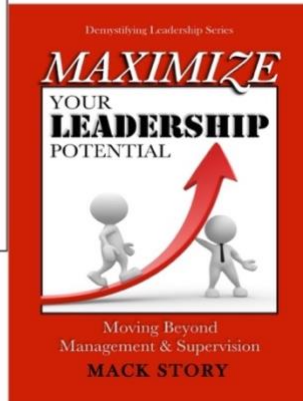
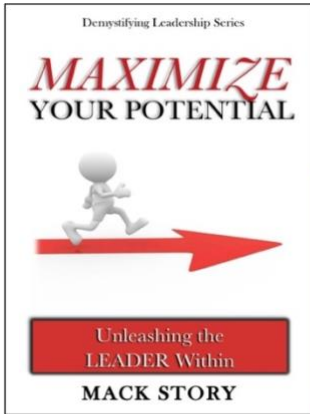


The biggest challenge in process improvement and cultural transformation isn't identifying the problems. It's execution: implementing and sustaining the solutions.

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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"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.



Ria Story is empowering women to become the leaders they are destined to beSM with leadership development content specifically designed for women.

Ria teaches leadership and success principles in a real, relatable, and practical way helping you increase your influence, develop your leadership, and maximize your results.

Sexually abused by her father from age 12-19 and trafficked by him, Ria left home at 19 without a job, money, or a high school diploma. Realizing the biggest obstacle to success is embracing excuses, Ria set her goals high and worked to achieve them. Today, as a TEDx speaker, author, and certified leadership trainer with nearly 20 years of experience in addition to her MBA and several other management degrees, Ria shares the lessons she learned to be successful and influence people.



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~ Sam McLamb, VP & COO, CMP

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

~ Sue Q, Licensed Clinical Therapist

"It was awesome! Ria has a real gift. I came away with so many helpful tools! Thank you Ria!"

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~ Sam McLamb, VP & COO

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