

Do The Work Overcome Resistance And Get Out Of Your Own Way

What keeps so many of us from doing what we long to do? Why is there a naysayer within? How can we avoid the roadblocks of any creative endeavor—be it starting up a dream business venture, writing a novel, or painting a masterpiece? The War of Art identifies the enemy that every one of us must face, outlines a battle plan to conquer this internal foe, then pinpoints just how to achieve the greatest success. The War of Art emphasizes the resolve needed to recognize and overcome the obstacles of ambition and then effectively shows how to reach the highest level of creative discipline. Think of it as tough love . . . for yourself.

From the acclaimed master of historical fiction comes an epic saga about a reluctant hero, the Roman Empire, and the rise of a new faith. Jerusalem and the Sinai desert, first century AD. In the turbulent aftermath of the crucifixion of Jesus, officers of the Roman Empire acquire intelligence of a pilgrim bearing an incendiary letter from a religious fanatic to insurrectionists in Corinth. The content of this letter could bring down the empire. The Romans hire a former legionary, the solitary man-at-arms, Telamon of Arcadia, to intercept the letter and capture its courier. Telamon operates by a dark code all his own, with no room for noble causes or lofty beliefs. But once he overtakes the courier, something happens that neither he nor the empire could have predicted. In his first novel of the ancient world in thirteen years, the best-selling author of *Gates of Fire* and *Tides of War* returns with a gripping saga of conquest and rebellion, bloodshed and faith.

Read the "practical resource for beginners" looking to write their own memoir because this is the essential guide on the

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topic -- now new and revised (Kirkus Reviews)! The greatest story you could write is the one you experienced yourself. Knowing where to start is the hardest part, but it just got a little easier with this essential guidebook for anyone wanting to write a memoir. Did you know that the #1 thing that baby boomers want to do in retirement is write a book--about themselves? It's not that every person has lived such a unique or dramatic life, but we inherently understand that writing a memoir--whether it's a book, blog, or just a letter to a child--is the single greatest path to self-examination. Through the use of disarmingly frank, but wildly fun tactics that offer you simple and effective guidelines that work, you can stop treading water in writing exercises or hiding behind writer's block. Previously self-published under the title, *Writing What You Know: Raelia*, this book has found an enthusiastic audience that now writes with intent. While there have been other writing books, there's nothing like Marion Roach Smith's *The Memoir Project*.

Are you paralyzed and unable to get things done? Experiencing strong feelings of resistance to pursuing your creative or entrepreneurial work? Having trouble doing the things you were meant to do? Motivational gurus and productivity experts try to help but often their advice doesn't work for regular people. If you're tired of all the motivational hype and want to read a book from a regular guy who has gone through what you're going through, then this book is for you. Having written a dozen books and started two businesses, Vishnu knows what it takes to break free of the inner resistance that's keeping you stuck. By getting to the root of that resistance, *How Do I Get Unstuck* helps you break free of the procrastination and paralysis that have prevented you from starting or finishing the project you've been thinking about for years. This book reveals that the only thing standing between you and the life you want to live ... is you. In this

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book, you'll discover: -How to identify the root cause of the mental and emotional roadblocks that are keeping you from starting. -How your current life is preventing you from doing what really matters.-How to clear out your life and overcome overwhelm to get things done. -Easy-to-implement ideas that will help you start today.-Strategies for addressing objections, excuses and mental resistance. If you're sick and tired of being unmotivated or unproductive, this book will help you get up and move forward. With simple ideas that regular people can use and apply, this book will help you complete your projects, achieve your business goals and live your dream life. Life's too short to let inner blocks and resistance paralyze you. Buy *How Do I Get Unstuck* so you can get out of your own way and live the life you were meant to live.

The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for. Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In *Free*, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, Free is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of *Free* for free! Details inside the book.

The ultimate guide for anyone wondering how President Joe Biden will respond to the COVID-19 pandemic—all his plans, goals, and executive orders in response to the coronavirus crisis. Shortly after being inaugurated as the 46th President of the United States, Joe Biden and his administration released this 200 page guide detailing his plans to respond to the coronavirus pandemic. *The National Strategy for the*

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COVID-19 Response and Pandemic Preparedness breaks down seven crucial goals of President Joe Biden's administration with regards to the coronavirus pandemic: 1. Restore trust with the American people. 2. Mount a safe, effective, and comprehensive vaccination campaign. 3. Mitigate spread through expanding masking, testing, data, treatments, health care workforce, and clear public health standards. 4. Immediately expand emergency relief and exercise the Defense Production Act. 5. Safely reopen schools, businesses, and travel while protecting workers. 6. Protect those most at risk and advance equity, including across racial, ethnic and rural/urban lines. 7. Restore U.S. leadership globally and build better preparedness for future threats. Each of these goals are explained and detailed in the book, with evidence about the current circumstances and how we got here, as well as plans and concrete steps to achieve each goal. Also included is the full text of the many Executive Orders that will be issued by President Biden to achieve each of these goals. The National Strategy for the COVID-19 Response and Pandemic Preparedness is required reading for anyone interested in or concerned about the COVID-19 pandemic and its effects on American society.

“This is a How To manual at the highest level from a man who has lived the life and has watched and worked intimately with hundreds of others who’ve done the same.

Indispensable reading for anyone in a creative field who is seeking to achieve not just a flash of brilliance but a lifelong career.” Steven Pressfield, bestselling author of *The War of Art* “I love my work so much I would do it for free.” Many creative people have uttered these words in a moment of enthusiasm—they express the joy of creative work. But they also hint at some of the pitfalls that lie in wait for creatives . . . In one sense, creative people have no problem with motivation. We fall in love with our creative work and pursue a

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career that allows us to do what we love every day.

Psychological research confirms what we know in our hearts: we are at our most creative when we are driven by intrinsic motivation—working for the sheer joy of it, regardless of rewards. Focusing on extrinsic motivation—such as money, fame, or other rewards—can kill your creativity. If you don't feel excited by the task in front of you, it's impossible to do your best work, no matter what rewards it might bring. You may be determined not to sell out, but selling yourself short can be just as damaging. And when it comes to public recognition, comparisonitis and professional jealousy can consume far too much of your creative energy. Working for love is all well and good, but if you're a creative professional you can't ignore the rewards: you need money to enjoy your life and to fund your projects. You may not need to be famous, but you do need a good reputation within your professional network. And if you're in a fame-driven industry you need a powerful public profile, whether or not you enjoy the limelight. There's a precious balance at play—get it wrong, and you could seriously damage your creativity and even your career. For the past twenty years creative coach Mark McGuinness has helped hundreds of creatives like you to overcome these challenges. In his latest book, *Motivation for Creative People*, Mark helps you rise to these challenges and create a fulfilling and rewarding creative career. All the solutions he shares have been tested with real people in real situations, including ways to:

- * stay creative and in love with your work—even under pressure
- * overcome Resistance to tackling your creative challenges
- * reclaim your creative soul if you wander off your true path
- * stop selling yourself short—and start reaping the rewards of your creativity
- * attract the right kind of audience for your work
- * cultivate an outstanding artistic reputation
- * avoid destroying your creativity through attachment to money, fame, reputation, and

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other rewards * surround yourself with people who support your creative ambitions * avoid getting stuck in unhealthy comparisonitis or professional jealousy * balance your inspiration, ambition, desires, and influences in the big picture of your creative career Motivation for Creative People is the perfect guide to figuring out your different motivations and how they affect your creativity and career. The book is packed with practical advice and inspiring stories from Mark's own experience, his transformative work with coaching clients, and famous creators and creations—including Stanley Kubrick, Dante, The Smiths, Shakespeare, kabuki drama, and Breaking Bad. If you are serious about succeeding in your creative career—while staying true to your inspiration—read Motivation for Creative People

Every leader understands the burning need for change—and every leader knows how risky it is, and how often it fails. To make organizational change work, you need to base it on science, not intuition. Despite hundreds of books on change, failure rates remain sky high. Are there deep flaws in the guidance change leaders are given? While eschewing the pat answers, linear models, and change recipes offered elsewhere, Paul Gibbons offers the first blueprint for change that fully reflects the newest advances in mindfulness, behavioral economics, the psychology of risk-taking, neuroscience, mindfulness, and complexity theory. Change management, ostensibly the craft of making change happen, is rife with myth, pseudoscience, and flawed ideas from pop psychology. In Gibbons' view, change management should be “euthanized” and replaced with change agile businesses, with change leaders at every level. To achieve that, business education and leadership training in organizations needs to become more accountable for real results, not just participant satisfaction (the “edutainment” culture). Twenty-first century

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change leaders need to focus less on project results, more on creating agile cultures and businesses full of staff who have “get to” rather than “have to” attitudes. To do that, change leaders will have to leave behind the old paradigm of “carrots and sticks,” both of which destroy engagement. “New analytics” offer more data-driven approaches to decision making, but present a host of people challenges—where petabyte information flows meet traditional decision-making structures. These approaches will have to be complemented with “leading with science”—that is, using evidence-based management to inform strategy and policy decisions. In *The Science of Successful Organizational Change*, you'll learn: How the VUCA (Volatile, Uncertain, Complex, and Ambiguous) world affects the scale and pace of change in today's businesses How understanding of flaws in human decision-making can help leaders guide their teams toward wiser strategic decisions when the stakes are largest—including “when to trust your guy and when to trust a model” and “when all of us are smarter than one of us” How new advances in neuroscience have altered best practices in influencing colleagues; negotiating with partners; engaging followers' hearts, minds, and behaviors; and managing resistance How leading organizations are making use of the science of mindfulness to create agile learners and agile cultures How new ideas from analytics, forecasting, and risk are humbling those who thought they knew the future—and how the human side of analytics and the psychology of risk are paradoxically more important in this technologically enabled world What complexity theory means for decision-making in the context of your own business How to create resilient and agile business cultures and anti-fragile, dynamic business structures To link science with your “on-the-ground” reality, Gibbons tells “warts and all” stories from his twenty-plus years consulting to top teams and at the largest

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businesses in the world. You'll find case studies from well-known companies like IBM and Shell and CEO interviews from Nokia and Barclays Bank.

Promote your business with clarity, ease, and authenticity. The Human Centered Brand is a practical branding guide for service based businesses and creatives, that helps you grow meaningful relationships with your clients and your audience. If you're a writer, marketing consultant, creative agency owner, lawyer, illustrator, designer, developer, psychotherapist, personal trainer, dentist, painter, musician, bookkeeper, or other type of service business owner, the methods described in this book will assist you in expressing yourself naturally and creating a resonant, remarkable, and sustainable brand. Read this book to learn: Why conventional branding approaches don't work for service based businesses. How to identify your core values and use them in your business and marketing decisions. Different ways you can make your business unique among all the competition. How to express yourself verbally through your website, emails, articles, videos, talks, podcasts... What makes your "ideal clients" truly ideal, and how to connect with real people who appreciate you as you are. How to craft an effective tagline. What are the most important elements of a visual brand identity, and how to use them to design your own brand. How to craft an exceptional client experience and impress

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your clients with your professionalism. How your brand relates to your business model, pricing, company culture, fashion style, and social impact. Whether you're a complete beginner or have lots of experience with marketing and design, you'll get new insights about your own brand, and fresh ideas you'll want to implement right away. The companion workbook, checklists, templates, and other bonuses ensure that you not only learn new information, but create a custom brand strategy on your own. Learn more at humancenteredbrand.com

"I have a theory about the Hero's Journey. We all have one. We have many, in fact. But our primary hero's journey is the passage we live out, in real life, before we find our calling. The hero's journey ends when, like Odysseus, we return home to Ithaca, to the place from which we started. What then? The passage that comes next is The Artist's Journey. On our artist's journey, we move past Resistance and past self-sabotage. We discover our true selves and our authentic calling, and we produce the works we were born to create. You are an artist too-whether you realize it or not, whether you like it or not-and you have an artist's journey. Will you live it out? Will you follow your Muse and do the work you were born to do? Ready or not, you are called."--Back cover.

A thrilling WWII tale based on the real-life exploits of the Long Range Desert Group, an elite British special forces unit that took on the German Afrika

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Korps and its legendary commander, Field Marshal Erwin Rommel, "the Desert Fox." Autumn 1942. Hitler's legions have swept across Europe; France has fallen; Churchill and the English are isolated on their island. In North Africa, Rommel and his Panzers have routed the British Eighth Army and stand poised to overrun Egypt, Suez, and the oilfields of the Middle East. With the outcome of the war hanging in the balance, the British hatch a desperate plan—send a small, highly mobile, and heavily armed force behind German lines to strike the blow that will stop the Afrika Korps in its tracks. Narrated from the point of view of a young lieutenant, *Killing Rommel* brings to life the flair, agility, and daring of this extraordinary secret unit, the Long Range Desert Group. Stealthy and lethal as the scorpion that serves as their insignia, they live by their motto: *Non Vi Sed Arte*—Not by Strength, by Guile as they gather intelligence, set up ambushes, and execute raids. *Killing Rommel* chronicles the tactics, weaponry, and specialized skills needed for combat, under extreme desert conditions. And it captures the camaraderie of this "band of brothers" as they perform the acts of courage and cunning crucial to the Allies' victory in North Africa. Combining scrupulous historical detail and accuracy with remarkable narrative momentum, Pressfield powerfully renders the drama and intensity of warfare, the bonds of men in close combat, and the

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surprising human emotions and frailties that come into play on the battlefield to create a vivid and authoritative depiction of the desert war.

Most of us think we are happy-- but could be happier. Kelly takes a look at why we sabotage our own happiness-- and what to do about it. If you hold back from God because you want to be in control, what are you gaining in life? If you make yourself available to God, incredible things will happen.

The follow-up to his bestseller *The War of Art*, *Turning Pro* navigates the passage from the amateur life to a professional practice. "You don't need to take a course or buy a product. All you have to do is change your mind." --Steven Pressfield **TURNING PRO IS FREE, BUT IT'S NOT EASY**. When we turn pro, we give up a life that we may have become extremely comfortable with. We give up a self that we have come to identify with and to call our own.

TURNING PRO IS FREE, BUT IT DEMANDS SACRIFICE. The passage from amateur to professional is often achieved via an interior odyssey whose trials are survived only at great cost, emotionally, psychologically and spiritually. We pass through a membrane when we turn pro. It's messy and it's scary. We tread in blood when we turn pro. **WHAT WE GET WHEN WE TURN PRO**. What we get when we turn pro is we find our power. We find our will and our voice and we find our self-respect. We become who we always were but had, until then,

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been afraid to embrace and live out.

Stop trying to beat everyone else. True success is playing by your own rules, creating work that no one can replicate. Don't be the best, be the only. You're on the conventional path, checking off accomplishments. You might be doing okay by normal standards, but you still feel restless, bored, and limited. Srinivas Rao gets it. As a new business school graduate, Srinivas's dreams were crushed by a soulless job that demanded only conformity. Sick of struggling to keep his head above water, Srinivas quit his job and took to the waves, pursuing his dream of learning to surf. He also found the freedom to chart his own course. Interviewing more than five hundred creative people on his Unmistakable Creative podcast was the ultimate education. He heard how guests including Seth Godin, Elle Luna, Tim Ferriss, Simon Sinek, and Danielle LaPorte blazed their own trails. Srinivas blends his own story with theirs to tell you: You can find that courage too. Don't be just one among many--be the only. Be unmistakable. Trying to be the best will chain you to others' definition of success. Unmistakable work, on the other hand, could only have been created by one person, so competition is irrelevant. Like Banksy's art or Tim Burton's films, unmistakable work needs no signature and has no precedent. Whether you're a business owner, an artist, or just someone who wants to leave your mark on the world, Unmistakable

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will inspire you to create your own path and define your own success.

"This book is designed to coach you through a project (a book, a ballet, a new business venture, a philanthropic enterprise) from conception to finished product, seeing it from the point of view of Resistance."--Page [1].

Audible Best Seller of 2017 Inc. 11 Great Business Books New York Magazine Best Psychology Books LinkedIn's 12 Books on Leadership to Read Two mavericks in the field of positive psychology deliver a timely message Happiness experts have long told us to tune out our negative emotions and focus instead on mindfulness, positivity, and optimism.

Researchers Todd Kashdan, Ph.D., and Robert Biswas-Diener, Dr. Philos., disagree. Positive emotions alone are not enough. Anger makes us creative, selfishness makes us brave, and guilt is a powerful motivator. The real key to success lies in emotional agility. Drawing upon extensive scientific research and a wide array of real-life examples, *The Upside of Your Dark Side* will be embraced by business leaders, parents, and everyone else who's ready to put their entire psychological tool kit to work.

NATIONAL BESTSELLER • "Steven Pressfield brings the battle of Thermopylae to brilliant life."—Pat Conroy *At Thermopylae*, a rocky mountain pass in northern Greece, the feared and admired Spartan

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soldiers stood three hundred strong. Theirs was a suicide mission, to hold the pass against the invading millions of the mighty Persian army. Day after bloody day they withstood the terrible onslaught, buying time for the Greeks to rally their forces. Born into a cult of spiritual courage, physical endurance, and unmatched battle skill, the Spartans would be remembered for the greatest military stand in history—one that would not end until the rocks were awash with blood, leaving only one gravely injured Spartan squire to tell the tale. . . .

The Story Behind THE LEGEND OF BAGGER VANCE If you've read his books THE WAR OF ART and TURNING PRO, you know that for thirty years Steven Pressfield (GATES OF FIRE, THE AFGHAN CAMPAIGN etc.) wrote spec novel after spec novel before any publisher took him seriously. How did he finally break through? Ignoring just about every rule of commercial book publishing, Pressfield's "first" novel not only became a major bestseller (over 250,000 copies sold), it was adapted into a feature film directed by Robert Redford and starring Matt Damon, Will Smith, and Charlize Theron. Where did he get the idea? What magical something did THE LEGEND OF BAGGER VANCE have that his previous manuscripts lacked? Why did Pressfield decide to write a novel when he already had a well established screenwriting career? How does writing a publishable novel really work? Taking a page from

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John Steinbeck's classic JOURNAL OF A NOVEL, Steven Pressfield offers answers for these and scores of other practical writing questions in THE AUTHENTIC SWING.

In a near-future world in which governments and corporations are forced to hire cutting-edge mercenary armies to protect their wealth, the globe's largest private military launches a campaign to take over the United States, prompting a top commander to rebel against the organization's leader. By the author of The Legend of Bagger Vance. 70,000 first printing.

Part of the Domino Project, powered by Amazon. There's a mantra that real writers know but wannabe writers don't. And the secret phrase is this: NOBODY WANTS TO READ YOUR SH*T.

Recognizing this painful truth is the first step in the writer's transformation from amateur to professional. From Chapter Four: "When you understand that nobody wants to read your shit, you develop empathy. You acquire the skill that is indispensable to all artists and entrepreneurs—the ability to switch back and forth in your imagination from your own point of view as writer/painter/seller to the point of view of your reader/gallery-goer/customer. You learn to ask yourself with every sentence and every phrase: Is this interesting? Is it fun or challenging or inventive? Am I giving the reader enough? Is she bored? Is she following where I want to lead her?"

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“This book completely changed the way I think about creative innovation. . . . A must read” (Cal Newport, bestselling author of *Deep Work*). Business leaders say they want creativity and need real innovation in order to thrive. But according to startling research from management professor Jennifer Mueller, these same leaders chronically reject creative solutions, even as they profess commitment to innovation. Mueller’s research reveals that it’s not just CEOs but educators, parents, and other social trendsetters who struggle to accept new and creative ideas. Mueller parses the tough questions that these findings raise. Do we all have an inherent prejudice against creative ideas? Can we learn to outsmart this bias? *Creative Change* combines analysis of the latest research with practical guidance on how to shift your mindset, and offers a wealth of counterintuitive recommendations to help you embrace the creative ideas you want. “If we all crave creativity so much, why do we reject new ideas so often? Jen Mueller’s smart new book unravels this puzzle.” —Daniel H. Pink, *New York Times*–bestselling author of *When and Drive*

“Mueller, an accomplished scholar in the management field, has developed a well-formulated argument for creativity. Her ideas and research need to be available to academics, business practitioners, and, really, everyone.” —*Library Journal*

In his *New York Times* bestseller *Steal Like an Artist*,

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Austin Kleon showed readers how to unlock their creativity by “stealing” from the community of other movers and shakers. Now, in an even more forward-thinking and necessary book, he shows how to take that critical next step on a creative journey—getting known. *Show Your Work!* is about why generosity trumps genius. It’s about getting findable, about using the network instead of wasting time “networking.” It’s not self-promotion, it’s self-discovery—let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, *Show Your Work!* offers ten transformative rules for being open, generous, brave, productive. In chapters such as *You Don’t Have to Be a Genius*; *Share Something Small Every Day*; and *Stick Around*, Kleon creates a user’s manual for embracing the communal nature of creativity— what he calls the “ecology of talent.” From broader life lessons about work (you can’t find your voice if you don’t use it) to the etiquette of sharing—and the dangers of oversharing—to the practicalities of Internet life (build a good domain name; give credit when credit is due), it’s an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age.

Produce your best work. Live your best life. Make your greatest impact. You have everything you need--and you are everything you need--to do the writing you are meant to do. And yet the path to

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success can be difficult to find and follow. Veteran author and writing guide Sage Cohen believes that ferocity is your best compass for finding your true way forward. She shows you how to transform your attitude and practices so you can:

- Unleash your creativity
- Cultivate your strengths
- Overcome resistance, fear, and other obstacles
- Define success on your own terms
- Move intentionally toward your goals
- Become unstoppable in your evolution

In this collection of contemplative and inspiring essays, you'll unlock the secrets to naming your deepest desires, eliminating the challenges that hold you back, and committing to your practice. *Fierce on the Page* is your trustworthy companion for crafting your best writing and your best life. Join the conversation about the fierce writing life at fierceonthepage.com.

Do the Work!Overcome Resistance and get out of your own wayBlack Irish BooksDo the WorkOvercome Resistance and Get Out of Your Own Way

THE KNOWLEDGE is not just a writer's coming-of-age story. It's every writer's coming-of-age story.If you're a fan of THE WAR OF ART, Pressfield's new memoir, THE KNOWLEDGE, is the story behind that story and the origin tale between its lines. In the high-crime 1970s in New York, Pressfield was driving a cab and tending bar, incapable of achieving anything literary beyond the completion of his third-in-a-row unpublishable novel. Until fate, in the form of a job tailing his boss's straying wife, propels him into a Big Lebowski-esque underworld saga that ends with him coming to a life-altering crisis involving not just the criminals he has

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become deeply and emotionally involved with, but with his own inner demons of the blank page.

Fear of change we all experience it. Some accept change immediately, some gradually adapt, while others may never get there. Whether it's poor leadership, the inability to change, or pure ego, this Shingo Prize-winning book explores this perplexing commitment to inefficiency. Winner of a 2013 Shingo Prize! *The Psychology of Lean Improvements: Why Org*

I have always been a soldier. I have known no other life. So begins Alexander's extraordinary confession on the eve of his greatest crisis of leadership. By turns heroic and calculating, compassionate and utterly merciless, Alexander recounts with a warrior's unflinching eye for detail the blood, the terror, and the tactics of his greatest battlefield victories. Whether surviving his father's brutal assassination, presiding over a massacre, or weeping at the death of a beloved comrade-in-arms, Alexander never denies the hard realities of the code by which he lives: the virtues of war. But as much as he was feared by his enemies, he was loved and revered by his friends, his generals, and the men who followed him into battle. Often outnumbered, never outfought, Alexander conquered every enemy the world stood against him—but the one he never saw coming. . . . **BONUS:** This edition contains an excerpt from Steven Pressfield's *The Profession*.

A Deeply Personal Field Guide to Defeating Your Own Worst Enemy When you dream, you envision a magical future...the day when you have heroically slayed dragons and unlocked the creativity and genius buried deep inside. But how do you actually get to that destination? You can analyze the myths of visionary creators-artists, writers, musicians, software developers, etc. who have accomplished the impossible. You'll read about how they went for it, refused to quit, and would not be denied. But exactly how these successful

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creators went from being fearful dreamers to accomplished artists proves elusive. *Running Down a Dream* unflinchingly bares the naked truth of creation and shares the practical to-do list to take you from here to there. The good news? You don't have to be an Austen or a Michelangelo or an Oprah to create a work of art. The bad news? There is no glossing over the pain, embarrassment, and financial terror necessary to contend with on your journey to mission accomplished. More good news? What lies ahead for you is the realization of your heroic self. The run is worth it in ways you can't yet imagine. This two-part Implementation Guide will help to deepen your understanding and sharpen your ability to implement each of the strategies discussed in *Leading School Change: Nine Strategies to Bring Everybody on Board*. Part One offers discussion questions and activities which focus on each of the nine strategies. They can be completed by an educator working individually or addressed collaboratively and interactively by a group or leadership team from a school, district, or organization. This guide will greatly enhance your group's ability to implement any change you would like to make in your organization. Part Two consists of a Quick Start Step-By-Step Action Plan. It is for individuals and leadership groups to use once they have a full understanding of the nine strategies and are ready to start implementing the changes they need to improve their organizations.

Lists the tactics employees commonly use to resist change, and suggests practical ways to help employees adapt to change

WARS CHANGE, WARRIORS DON'T We are all warriors. Each of us struggles every day to define and defend our sense of purpose and integrity, to justify our existence on the planet and to understand, if only within our own hearts, who we are and what we believe in. Do we fight by a code? If so, what is it? What is the Warrior Ethos? Where did it come

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from? What form does it take today? How do we (and how can we) use it and be true to it in our internal and external lives? The Warrior Ethos is intended not only for men and women in uniform, but artists, entrepreneurs and other warriors in other walks of life. The book examines the evolution of the warrior code of honor and "mental toughness." It goes back to the ancient Spartans and Athenians, to Caesar's Romans, Alexander's Macedonians and the Persians of Cyrus the Great (not excluding the Garden of Eden and the primitive hunting band). Sources include Herodotus, Thucydides, Plutarch, Xenophon, Vegetius, Arrian and Curtius--and on down to Gen. George Patton, Field Marshal Erwin Rommel, and Israeli Minister of Defense, Moshe Dayan.

Watch your most innovative ideas take flight by overcoming the forces that resist change The Human Element is for anyone who wants to introduce a new idea or innovation into the world. Most marketers, innovators, executives, activists, or anyone else in the business of creating change, operate on a deep assumption. It is the belief that the best (and perhaps only) way to convince people to embrace a new idea is to heighten the appeal of the idea itself. We instinctively believe that if we add enough value, people will eventually say "yes." This reflex leads us down a path of adding features and benefits to our ideas or increasing the sizzle of our messaging - all in the hope of getting others on board. We call this instinct the "Fuel-based mindset." The Fuel-based mindset explains so much of what we do, from adding countless trivial features to

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software, to bolting a sixth blade onto a shaving razor. By focusing on Fuel, innovators neglect the other half of the equation – the psychological Frictions that oppose change. Frictions create drag on innovation. And though they are rarely considered, overcoming these Frictions is essential for bringing new ideas into the world. The Human Element highlights the four Frictions that operate against innovation. Readers will discover: Why their best ideas and initiatives often get rejected – despite their undeniable value How to disarm the forces of resistance that act against change How to transform the very Frictions that hold us back into catalysts for change Perfect for business leaders, product managers, educators, and anyone else who seeks to bring new and exciting ideas to life, The Human Element is an indispensable resource to help people overcome the powerful forces of human nature that instinctively resist change.

Resistance and Persuasion is the first book to analyze the nature of resistance and demonstrate how it can be reduced, overcome, or used to promote persuasion. By examining resistance, and providing strategies for overcoming it, this new book generates insight into new facets of influence and persuasion. With contributions from the leaders in the field, this book presents original ideas and research that demonstrate how understanding resistance can improve persuasion, compliance, and

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social influence. Many of the authors present their research for the first time. Four faces of resistance are identified: reactance, distrust, scrutiny, and inertia. The concluding chapter summarizes the book's theoretical contributions and establishes a resistance-based research agenda for persuasion and attitude change. This new book helps to establish resistance as a legitimate sub-field of persuasion that is equal in force to influence. Resistance and Persuasion offers many new revelations about persuasion: *Acknowledging resistance helps to reduce it. *Raising reactance makes a strong message more persuasive. *Putting arguments into a narrative increases their influence. *Identifying illegitimate sources of information strengthens the influence of legitimate sources. *Looking ahead reduces resistance to persuasive attempts. This volume will appeal to researchers and students from a variety of disciplines including social, cognitive, and health psychology, communication, marketing, political science, journalism, and education.

Practical, proven self help steps show how to transform 40 common self-defeating behaviors, including procrastination, envy, obsession, anger, self-pity, compulsion, neediness, guilt, rebellion, inaction, and more.

This is a completely updated edition of the 1983 classic that introduced a powerful method for gaining

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freedom from self-defeating behaviors and beliefs. Rick Carson, creator of the renowned Gremlin-Taming™ Method, has revised the book to include fresh interactive activities, real-life vignettes we can all identify with, and new loathsome gremlins ripe for taming. Carson blends his laid-back style, Taoist wisdom, the Zen Theory of Change, and sound psychology in an easy-to-understand, unique, and practical system for banishing the nemesis within. Among the things you will learn are: Techniques for getting a sliver of light between the natural you and the monster of your mind. The extraordinary power of simply noticing and playing with options. Six keys to maintaining emotional balance amid upheaval. A New York Times, USA Today, and Wall Street Journal bestseller In this iconic bestseller, popular business blogger and bestselling author Seth Godin proves that winners are really just the best quitters. Godin shows that winners quit fast, quit often, and quit without guilt—until they commit to beating the right Dip. Every new project (or job, or hobby, or company) starts out fun...then gets really hard, and not much fun at all. You might be in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac—a total dead end. What really sets superstars apart is the ability to tell the two apart. Winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can beat the Dip

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to be the best, you'll earn profits, glory, and long-term security. Whether you're an intern or a CEO, this fun little book will help you figure out if you're in a Dip that's worthy of your time, effort, and talents. The old saying is wrong—winners do quit, and quitters do win.

The Pulitzer Prize-winning novel that tells the story of two sisters through their correspondence. With a new Preface by the author.

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