



# Changing Results by Changing Behavior

*Julie Poland*

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## **Changing Results by Changing Behavior** Julie Poland

The Process Every Leader Needs to Know to Achieve Sustainable Improvement

This book is designed for business owners, senior managers, and other leaders who want to take themselves and their businesses to a higher level of performance by unleashing the potential in employees. *Changing Results by Changing Behavior* details the obstacles to behavior change that lasts, and provides a comprehensive methodology to define, develop, and measure the impact of improved habits.

No matter whether your company is publicly held or a solo operation, the vast majority of its effectiveness - and its results - is derived from the daily actions of every employee. There are other ingredients in the mix as well, such as strategy, structure, and rewards - and these other factors impact your company's ability to help people change in a way that generates the results you want.

"*Changing Results by Changing Behavior* is a map to navigate you through the pitfalls and obstacles that cause managers to fall off their path and not get the results they want and need to be successful. Poland offers insight on how to affect change and improve results for leaders at all levels. A helpful guide for all whose results aren't exactly where they want them." - Phil Gerbyshak, author of *10 Ways to Make it Great* and editor of *Bizzia's Slacker Manager* column.

"*Changing Results by Changing Behavior* delivers an extremely practical, straight-to-the-point guide that anyone can follow - quickly - to achieve positive change in their habits and performance. Julie has written directly to the Type A, practical and results-oriented individual who has no time for anything but simple yet effective instructions that help deliver real results." - Jay Niblick, founder/CEO, InnerMetrix, Author of *What's Your Genius?*

"Julie has done a masterful job of creating a step-by-step roadmap to improved results. In a mere \_\_\_ pages you have a handbook for change. And let's face it; change is rampant and ever accelerating. The guidelines here will help you plan your corporate transformation, it will improve your results in the short and long-term, and it will help you sustain a culture of growth and adaptability that today's marketplace requires. It is a must read for Fortune 500 executives and for the Owner/Manager." - Jerry Fons, Executive Coach, Executive Power, LLC

"*Changing Results by Changing Behavior* shows you how to get your "hands and feet" into what your head and heart would have your business achieve. Julie pulls no punches: if you want better results, the behavior that must change first is your own - no matter where you are in the organization." - Mark Sturgell, CBC, Performance Development Network

As a bonus, you'll be able to access printable handouts for use with your leadership teams and your employees when you've purchased an edition of "*Changing Results By Changing Behavior*." They will be available to you at a secret location at: <http://www.ChangingBehaviorByChangingResults.com/>

As an even greater bonus, you'll be able to communicate directly with the author, Julie Poland, via her twitter sites:


> Join with other leaders at - <http://twitter.com/JuliePoland/>

> Changing Results Tips & Tools at - <http://twitter.com/ChangingResults/>

So, what are you waiting for, there's nothing more important to do than to buy this book and lead others and yourself to ever greater results and success.

Thrive and Survive!

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