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Driven To Success: A 10-Point Checkup for Achieving High Performance in Business

New Book Propels Businesses to the Next Level of Success

ATLANTA (March 2009)— Give your business a ‘tune-up’ for the new economy with *Driven to Success: A 10-Point Checkup for Achieving High Performance in Business*. The creation and maintenance of a healthy, cohesive and successful company depends on the leadership’s willingness to look under the hood. The process involves checking for problems that may require fine-tuning and, sometimes, major overhauls. In *Driven to Success: A 10-Point Checkup for Achieving High Performance in Business* (Morgan James Publishing, March 2009), consultant and author Jane S. Goldner, Ph.D., takes business leaders step-by-step through the process of searching for and addressing these issues, helping them navigate the current conditions of today’s economic chaos while keeping their eyes on the curve ahead to propel their companies to the next level of high performance.

Dr. Goldner provides an essential toolkit for leaders of all sizes and types of organizations. In *Driven to Success*, readers learn:

- How to define a company Core including mission, vision and values for laser focus
- How to achieve successful enterprise-wide initiatives using the 3 C’s (create, connect, communicate)
- How to create a positive company culture of belonging, learning and contributing in order to attract and retain top-notch employees
- How to identify and address root causes of problems
- How to create customer loyalty to foster sustainable growth
- How to build a well-connected, communicative organization
- How to drive performance and measure results

Using her proprietary Business Operating System Solution™ (BOSS) Model, Dr. Goldner, shows how leaders are able to gain a unique perspective into the corporate culture, have the opportunity to observe and critique with purpose, and ask the questions that leadership is often afraid to ask. After reading *Driven to Success*, business leaders will be well on their way to guiding their companies forward toward long-term growth through positive and consistent enterprise-wide accountability.

Driven to Success' practical toolkit can be used by any size and type of organization. Success stories include:

- ❑ The President of a \$10 million environmental engineering firm wanted to take company to the next level of success. Using the BOSS model, the first step was to define the core--a clear mission, vision and set of values--, which provided focus and direction for targeting customers and growth. The next step was to transition the current leaders' skills from successful technicians to effective leaders. The result was ten years of focused growth.
- ❑ A new division of an organization, listed in the top 10 of Forbes Private Companies, was created to centralize the Human Resource administrative functions from acquired organizations. Using the company's existing core, the division zeroed-in on their specific part of the mission, focused the leadership on working as a team to advance the mission and defined strategies to get to the next level of functioning. They became a high performing division, meeting almost impossible deadlines.
- ❑ A visionary leader of a military organization realized that their headquarters was organized and functioning as a 20th century operation. By educating leaders, clarifying the mission and vision and analyzing customer data, leadership was able to identify key issues that were obstacles to getting the organization to its next level of success. Using internal teams of employees, processes were documented, analyzed, benchmarked and improved. This organization became the benchmark for others of its type and met its recruiting goals, while many other similar organizations were falling short.

About the Author

Jane S. Goldner, Ph.D., president and founder of The Goldner Group, (www.thegoldnergroupp.com) is one of the nation's leading authorities on alignment and talent retention, and a trusted advisor to Fortune 100 Companies, government and military organizations and small to mid-sized businesses. Dr. Goldner has been a key consultant for organizations such as The Coca-Cola Company, Georgia-Pacific, The Georgia Department of Defense, The National Guard Bureau Domestic Operations, General Engineering Laboratories and The City of Boca Raton. She specializes in helping senior leadership resolve organizational problems in order to lead their businesses to the next level of success. In *Driven to Success*, Dr. Goldner distills her wide range of experience into a quick read that shows companies of all sizes how to build the internal connections required to attract, develop and retain valuable employees and transform their organizations into highly successful enterprises.

For more information, review copies or to schedule an interview with Dr. Goldner, please contact Willy Spizman at The Spizman Agency (willy@spizmanagency.com or 770.953.2040).