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**FOR IMMEDIATE RELEASE**

**SUCCESSMAPPING**

**Achieve What You Want...Right Now!**

By Arlene Johnson

Publisher: Emerald Book Company

Publication Date: August 2009

Price: \$21.95

ISBN: 978-1-9345-7221-4

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*"I love this book! It's the perfect guide for achieving success in the 21<sup>st</sup> century.*

*Don't open it unless you want to change your life."*

*-- Sue Dark, CEO, Deep Nines Technologies*

**CHANGE MANAGEMENT EXPERT AND  
PERFORMANCE COACH, ARLENE JOHNSON,  
PRESENTS INNOVATIVE STRATEGIES FOR ACHIEVING  
CAREER AND PERSONAL SUCCESS IN NEW BOOK**

**SUCCESSMAPPING® Helps Readers Realize Their True Potential**

Arlene Johnson has spent more than two decades helping companies and leaders achieve extraordinary results. Now, for the first time, she is sharing her expertise, so that people everywhere can develop their own step-by-step Success Map and begin reaching their career and personal goals. In her new book, **SUCCESSMAPPING: Achieve What You Want...Right Now!** (Emerald Book Company/August 2009), she presents an innovative eight step process, that helps readers overcome the stumbling blocks that get in the way of success.

"While companies have tools and systems to help them improve their performance, individuals don't," Johnson explains. What they need, she says, is a map for success – a map that gets them started, keeps them focused, and keeps them "in the game" until they win. In her book, Johnson describes precisely how people can develop a game plan no matter what their goals are, whether they are CEOs or employees, students or homemakers.

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### **The Eight “Success Blockers” That Can Get In The Way**

The perils of trying to reach one’s goals without a map – like embarking on a road trip without knowing the best route – are many. “Unwittingly, we often think, say, and do the very things that keep us from succeeding,” Johnson writes. In fact, she has identified eight major “Success Blockers” that tend to trip people up on the way to achieving their goals. Each step of her SuccessMapping program addresses one of these potential stumbling blocks and enables readers to identify and overcome these obstacles without being stalled or derailed.

### **The Eight Progressive Steps of SuccessMapping**

Every person’s Success Map will be unique, but is built using the same step-by-step method to achievement.

### **What Do You *Really* Want?**

The first step of the SuccessMapping process addresses what is perhaps the most fundamental Success Blocker – neglecting the possibilities and not believing in yourself. Johnson explains how to harness more of your innate potential by reframing negative thoughts – from indecisive to committed, from insecure to confident. She also offers a “goal check” worksheet that helps readers assess how achievable their goals are and identify where adjustments may be needed.

### **The Power of You – with Intention**

Having decided, in step one, on a specific goal, step two is about overcoming the next Success Blocker – lack of focus. The crux of this step lies in developing an “Intention Statement” that declares what you want to accomplish. “This keeps you energized, engaged, and focused on making the best decisions and taking the best actions,” writes Johnson.

### **The Power of Choice**

Achieving any goal demands change – and when faced with change, you can choose to engage, do nothing, or resist. In this section, Johnson explains how, by preparing in advance, you can learn to make choices that help you engage in change and seize opportunities. As Johnson writes, “The choices you make, how you think and behave, and the actions you take are reliable predictors of your success. . .if you choose to wait and see, you have chosen not to succeed.”

### **Using Your Strengths**

All too often, people fail to leverage their strengths. This step helps you identify the strengths sitting in your mental closet, and enables you to select and use the ones most relevant to your goals. As Johnson says, “Using a personal strength you have now to more easily achieve what you next want to accomplish is an exercise of personal power.”

### **Transforming Stumbling Blocks Into Stepping-Stones**

Ignoring potential obstacles is another major success blocker. Johnson details her problem-solving process for flushing out and resolving any potential Stumbling Blocks – whether external (other people or situations that affect what you want to be or do) or internal (your own fears, self-doubts, and concerns).

### **Ask For and Get What You Need**

It’s not always easy to ask for – or get – help from others. **SUCCESSMAPPING** lays out an approach that will help you know how to ask for what you need. . .and get it. Effective communication is key – and Johnson’s Collaborative Conversation Plan is the answer. Johnson points out, “As mortal humans, we’re just not good at guessing what’s going on in people’s minds – well, at least not accurately.”

### **Making Decisions...With No Regrets**

Making decisions without foresight is Success Blocker 7. Johnson has developed a Decision Matrix that makes it possible to evaluate all actions you can take in any given scenario, and then enables you to select the action that will be most effective for achieving your desired results. As Johnson says, “Using the Decision Matrix tool results in informed decisions, yes or no, that are easy to commit to, with no regrets.”

### **Yes, I’m Really Ready to Achieve My Intention Statement**

Ultimately, not being change-ready can sabotage any goal. Johnson explains how to recognize and manage the normal negative reactions to change in order to become comfortable with new norms as quickly as possible. Johnson reminds us that, “Even when we feel change ready, we can be quite surprised with how we actually respond when the change occurs. The moment you’re asked to actually do something different is when your real transition begins and the predictable change dynamics kick in.”

Reaching career or personal goals – whether it’s winning a promotion, surviving a reorganization, shining in a presentation, or going back to school – requires much more than hope and wishful thinking. Full of motivational exercises and checklists to mark progress, as well as dozens of anecdotes and real-life examples, **SUCCESSMAPPING** provides all the tools necessary to maximize potential and turn dreams into attainable goals.

## **ABOUT THE AUTHOR**

**ARLENE JOHNSON**, Founder and President of Sinequanon Group, Inc. (SGI), is an internationally known speaker, author, and consultant with more than two decades of experience in executive leadership, change management, and sales performance coaching. Through her efforts, major corporations as well as small and mid-sized companies create a results-oriented and competitive difference in demanding, radically-changing business environments.

As President of SGI, Johnson has used her extensive business background and affiliate partnerships to help organizations optimize sales and change leadership performance. As a performance consultant, she has worked with a broad range of companies in the oil and gas, aerospace, utilities, telecommunications, financial, and health industries. Her wide-ranging expertise and unique approach have led client companies as well as executive leadership in accomplishing extraordinary results.

She has advised Fortune 500 clients such as American Express (Mexico), Hewlett-Packard (Hong Kong), Texas Instruments, Fidelity Investments, Blue Cross and Blue Shield, Alcatel-Lucent, Lockheed Martin, as well as numerous fast-growing, entrepreneurial companies.

Johnson has served on the Executive Committees of the Dallas Chapter of the United Nations Association and the Sales and Marketing Executives Association and as a member of the Conflict Resolution Network of Australia. She is also involved in various non-profit organizations. Johnson lives in Dallas, Texas.