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For Immediate Release

# **Aligned Thinking**

## **Make Every Moment Count**

### **By Jim Steffen**

#### **Foreword By Ken Blanchard**

Too much to do! Not enough time! For all too many of us, work and life seem out of control. We give up hope of ever mastering our time, becoming frustrated, angry, and anxious. With so many demands on us, how can we possibly get what we *really* want from our professional and personal lives?

For more than 20 years, Jim Steffen has dramatically improved the lives of thousands of people, as well as the bottom line of more than 150 Fortune 500 companies, through the principles of Aligned Thinking. Now, for the first time, he brings this simple, streamlined process to a wider audience through an inspiring story.

Ray and Carol Walters are a two-career couple overwhelmed by work responsibilities, family commitments, and to-do lists that never get done. They find a glimmer of hope when they connect with Ray's former soccer coach, Eric, who introduces them to Aligned Thinking. Willing to do whatever it takes to change their lives, Ray and Carol proceed step by step, learning from the coach and from graduates of the program who share their stories. They discover that, by answering the three Life Aligning Questions, they can achieve a powerful result: *What they really want from life and work will drive their every action, and every action will take them closer to what they really want.*

By connecting daily actions to vision, values, and a greater purpose, ***Aligned Thinking: Make Every Moment Count*** helps people achieve the goals that are most important to them, on the job and at home. Every overwhelmed reader willing to follow this simple, celebratory path into the power of the present moment can access an overflowing sense of fulfillment, purpose and accomplishment.

***More...***

**Dr. R. James “Jim” Steffen**, President and Founder of SSA International ([www.SSAinternational.com](http://www.SSAinternational.com)), is an internationally known author, speaker, and consultant/trainer. He served as director of the University of Massachusetts' Leadership Lab and has worked with more than 150 Fortune 500 companies. He taught the Aligned Thinking Process to more than 13,000 Bell Lab employees—more than 70 percent of their work force.

***Aligned Thinking: Make Every Moment Count***

**By Jim Steffen**

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**\$19.95**

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***Praise for Aligned Thinking:***

*"This warm and wonderful book shows you how to align every part of your life with your innermost values and your deepest convictions. It makes you a new person!"*

– Brian Tracy, author of national bestsellers *Eat That Frog!* and *Time Power*

*"To really get what you want, the first thing you'll want to get is this remarkable book."*

– Harvey Mackay, author of the #1 New York Times bestseller *Swim with the Sharks Without Being Eaten Alive*

*"**Aligned Thinking** does more than just present time-proven principles of 'Aligned Thinking' for living life more fully – this book weaves thought-provoking guidelines into the fabric of a real-life story. Want to take charge of your life and live with more direction, meaning, and satisfaction? Begin by reading this practical, pragmatic book!"*

– Paul J. Meyer, Founder of Success Motivation International, Inc., author of New York Times bestsellers including *Unlocking Your Legacy: 25 Keys to Success*

*"I first learned of Aligned Thinking as a General Motors dealer more than twenty years ago. I found it simple to use, especially when I thought I had too much to do. I have used it every day since to add more success and meaning to my life. **Aligned Thinking** has taken me to the next level. I will give copies to all my key clients, so that I may share this wonderful gift. The book should become a classic."*

– Gary Polakoff, Merrill Lynch

*"Voices like Steffen's are sorely needed today. This book will get you to think about your life and work in a holistic fashion."*

– Eric Tyson, author of the national bestseller, *Personal Finance for Dummies*

*"**Aligned Thinking** is a very insightful approach to identifying how to truly make life a celebration and not drudgery."*

– Dan Wiersma, Sr. VP and General Manager, Sony Professional Services

*"This book will help to move you closer to your higher life purpose."*

– Dick Morton, Chief, Classroom Operations Graduate School, USDA, US Government

*"**Aligned Thinking** is a book I will have my staff read, and also recommend to family and friends."*

– Jake Monaghan, Executive Director, Customer Care, SBC

*"A simple formula to help us experience a wonderful life. Written in a story format, the book is warm, loving and gives us pause to internalize those 'golden nuggets.' Easy reading with a valuable message for everyone."*

– Roger Henson, VP, Xerox Customer Service Operations (retired)

**More...**

*“Very empowering.... With the simple elegance of Aligned Thinking, I have the freedom to celebrate life.”*

– Mary P. Gai, editor and mother of four

*“After I read Jim Steffen’s **Aligned Thinking**, I knew I had to send copies to my clients. His book goes way beyond the masterful techniques for time management it provides. He uniquely shows how to create a life worth celebrating by focusing at what is most important to us. He tells us simply and powerfully how to ‘do the right things right’ in our personal and professional lives.”*

– Emilio De Lia, professional coach and retired AT&T executive

*“I’ve always believed that life is a very special occasion ... and special occasions are meant to be celebrated! Yet the pressures of life often leave us feeling too stressed to enjoy each day – let alone celebrate each moment. This book can change that.... **Aligned Thinking** has made a tremendous difference in my life. I invite you to open this book.”*

– From the foreword by Ken Blanchard, coauthor of *The One Minute Manager*®.