



DISCOVER THE PATTERNS THAT MAKE YOU TICK, AND ALSO EXPLAIN THE IRRITATING SOB YOU WORK WITH.

We're all wired a little differently. That's why we react to people, and brand messages, in varying ways. *Move To Greatness* explores the 4 essential energies that underlie how you move, feel, think and create. If you're like most people:

one is Home...

two are preferred...

and another is key to your
greater effectiveness!

TAP INTO YOUR FULL POTENTIAL

Move To Greatness is re-writing the formula for sustainable success and balance. Through interactive exercises and a host of examples, you'll learn:

- why certain people always irritate you
- how your communications can be more effective with the right use of patterns
- what to look for in reading and "righting" the patterns of a team
- how to use the patterns to influence someone who's not like you
- from Apple to Merck – what patterns are behind some of today's strongest brands

LEVERAGE YOUR STRENGTHS. BALANCE YOUR WEAKNESSES

The same strategies that are being taught to major corporations around the world are featured in *Move To Greatness*, by Ginny Whitelaw and Betsy Wetzig. You'll gain insights that will help you perform your job better, adapt more quickly to change and spark your interpersonal relationships.

A MUST-READ FOR BRAND DEVELOPERS! Anyone involved in brand-building strategies will benefit from the lessons in this book. Learn to do excellent things the easiest way with *Move To Greatness*.

TAKE AN ONLINE MINI ASSESSMENT!

Discover your OWN preferred patterns at www.movetogreatness.com. You may also contact us if you'd like to arrange for an unforgettable session with Ginny Whitelaw as part of her 40-city book tour. It might even help the SOB you work with.

Move To Greatness
Available at Amazon.com,
barnesandnoble.com and
major retailers

