

Your Survival Strategies Are Killing You!

A STORY

Martha Borst Announces Her New Book

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"Compelling and highly engaging reading ... a must read for all leaders and individuals who want to thrive with abundant, enduring success in our rapidly changing world."

— Rick S. Braddock
Chairman, MidOcean Partners
Former Chairman and CEO, Priceline.com
and former President, Citibank

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The Eight Principles You *Must* Follow
To Thrive in Life and Work



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What is...Your Survival Strategies Are Killing You?

Unconscious incompetence is a killer because you don't realize that it is you who is limiting your personal and professional results. In *Your Survival Strategies Are Killing You!* you, too, will be engaged in a journey of self-discovery that reveals the eight transformational secrets all phenomenally successful people know. Like them, you will learn how to turn ordinary into extraordinary and how to thrive and not just survive.

Throughout this intriguing tale you will be captivated by the four characters who, in a few life-changing days of denial, resistance, internal struggle, and awakening, learn how they are blocking their own success. This is not another "power of positive thinking" book, with lists of things to do, theories or rules you have to follow. In *Your Survival Strategies Are Killing You!* you will actually be drawn into the absorbing story in a way that moves you from observer to participant allowing you to experience your own transformation at the skillful hands of Ms. Borst.



Top Corporate Executives Praise *Your Survival Strategies Are Killing You!*

“Compelling and highly engaging reading, this remarkable book is for everyone who is willing to rethink their most basic assumptions about what works in business and life. It is a *“must read”* for all leaders and individuals who want to thrive with abundant, enduring success in our rapidly changing world.”

Rick S. Braddock
Chairman, MidOcean Partners
Former Chairman/CEO, Priceline.com and former President, Citibank



“Extraordinary. I loved this book! I defy anyone who has worked in the corporate world to not identify with one or all of the players. In fact, it is impossible to read this without reflecting on “What does this mean to me?” Unlike the typical dry business book that gives you lists of things to do, theorems and rules, this is an absorbing story that actually gets to the *root* of the problems you face. The solutions are not likely what you think they are. The concrete and practical principles presented are natural and memorable and penetrate your mind and emotions. They hold true in life as well as work. There is exceptional value here for *everyone.*”

Bill White
Professor, Northwestern University
Former Chairman/CEO, Bell and Howell Company

“Outstanding! This exceptional book provides eight simple yet profound tools for elevating your performance at work and your experience of life. If you read only one book this year, make it this one. What you discover about yourself within these pages, will surprise you and change your life forever.”

Rob Davidson
Vice President, Sales and Marketing
Quixtar, Inc.

“Your Survival Strategies are Killing You! masterfully connects readers with their own potential by skillfully including them as participants in a compelling human tale. Author, facilitator, and coach, Martha Borst, captivates from the outset by inviting her readers along for the ride as her four protagonists experience their own journey of self mastery. It isn’t long before you realize she is talking directly to *you!* As the drama unfolds, the power of these principles to clear up many of one’s problems and the wisdom to create an exceptionally successful life become impossible to ignore. I can’t think of one person who wouldn’t benefit from reading this book.”

Janice Jackson
Executive Director, Innovations
AstraZeneca Pharmaceuticals LP

“Your Survival Strategies are Killing You! is a fast and fascinating read full of great lessons. The story will teach you what you need to know **today** to help you and your team be more successful. Martha brings clarity to issues that we struggle with in business, but should not. Her approach has changed the way I deal with people everyday. This is a book you will want to share with everyone you know. I guarantee you, one copy won’t be enough!”

John Parker
President
Amway Japan

“Your Survival Strategies are Killing You! will be required reading for anyone I work with. In these pages, Martha captures and demystifies the beliefs that you *think* will drive your success and ultimate happiness, but she shows you that in order to grow into your potential, you have to first look at yourself; your self-perception and your self-seeking behaviors. Can a single book fix all of your company’s problems? Probably not. But can you fix all of your company’s problems without the principles in *this book*? Definitely not!”

Beto Guajardo
Vice President, Strategic Planning and New Business Development
Avon Products, Inc.

“Martha Borst’s practical and profound voice is calling in a wilderness of high achievers stymied in their search for fulfillment and effectiveness. She’s urging us to pay attention to our own lives in a way few people do. *Your Survival Strategies Are Killing You!* is a simple, straightforward story that opens the door of self awareness behind which personal freedom and professional success are found. *A rare “must” read*; accessible across the organizational chart, this remarkable book invites everyone to take ownership of their individual and collective destinies!”

David Luckes
President/CEO
Greater Saint Louis Community Foundation

“The message of *Your Survival Strategies are Killing You!* works universally. I put the teachings at the heart of three different companies, across four cities and two continents. It’s been the difference between success and mediocrity of my teams, and it’s brought personal fulfillment and joy to my own daily life. Living the book is a must for any entrepreneur eager to compete in the fast-changing global economy.”

Dr. Elvir, Causevic
Founder and President
Everest Biomedical Instruments, BrainScope Company, Inc. and Inspire LLC
J.W. Gibbs Assistant professor, Yale University

“I have had the privilege of actually attending a Martha Borst course similar to the one described in this book. I can unequivocally say that every leader who wants an empowered, accountable, aligned, excited, productive team should read this *immediately* – and then give copies to everyone. Like her course, the experience delivered in the reading of this book is both enlightening and entertaining – and ultimately a springboard for effecting powerful organizational change.”

Mark Frost
Chief Operating Officer
Saba

"Martha provided me a much needed "life-jacket" as I was "drowning" in my personal and professional life. Through her mentoring style and friendship she had me understand who I am and how I could gain control of my life. Thanks to Martha I have gained balance in my life..... I am again excited about work and the interactions with my colleagues, and more importantly I have reconnected with my family. I strongly recommend you embrace and commit to Martha's principles as they will help you understand the world around you and show you how you can be in control of your destiny."

Michael Norris
Chief Marketing Officer
Gold Canyon Candles, L.L.C.

“Martha Borst knows how to achieve SUCCESS! As her personal physician for several years, I observed her doing so in spite of her formidable health problems with rheumatoid arthritis which she faced with a positive attitude, grace and courage. Reading and studying *Your Survival Strategies are Killing You!* will help you develop new and important strategies for overcoming your own obstacles while achieving your goals. I wish that I had read it twenty years ago!”

Richard Brasington, MD
Professor of Medicine
Washington University School of Medicine

“*Your Survival Strategies Are Killing You!* is the single best approach to effective team building and personal empowerment that I have ever observed. As an HR professional, I enthusiastically endorse this book as a valued resource tool. Martha Borst masterfully makes the learning process easy by using an entertaining and engrossing story to reveal a set of guidelines that can transform not only your corporate culture, but your life as well.”

Rodney Gee
Principal, Human Resources
Edward Jones Investments

“Operating effectively in large, matrixed organizations -- particularly in competitive and rapidly-changing markets -- requires a level of teamwork and positive discipline that don't evolve by themselves. The frameworks Martha Borst delivers in these pages create a cultural context for empowered, accountable teams. As she says, in every encounter and with every decision you make, you either choose to generate reasons, or results. This book generates results.”

Mark Lange
National Vice President
Human Capital Management Solutions
SAP Americas

“Your Survival Strategies Are Killing You!” is a great read. Its fictional style hammers home perspectives and lessons that we need. It teaches people to collaborate more effectively and uses wisdom to become more productive, impactful, and happy. What a book! Not only is it entertaining but it provides valuable tools that create the kind of behavior and thinking that we need in our fast changing global innovation economy.”

Ken Harrington
Managing Director, Senior Lecturer
Washington University Center for Entrepreneurial Studies

"Having sponsored a team who participated in one of Martha's courses, similar to the one depicted in this book, I was able to actually see the personal growth experienced by my colleagues, as well as myself, over our three days with her as our coach. The valuable insights she shares in *Your Survival Strategies are Killing You!* opened our eyes and helped each of us to take a fresh look at our attitudes and behaviors. Everyone would benefit from reading this book closely and then refreshing themselves with it every six months!"

Craig Witcher
Vice President/Corporate Controller/General Tax Counsel
Alticor, Inc

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About Martha Borst

Martha Borst, President and Senior Partner with Avista Consulting Group, is a Senior Organizational Consultant and Coach with over 28 years experience in Personal and Professional Leadership Development. During this time, she has conducted consulting projects and development programs for close to 20,000 executives, managers and corporate employees nationwide.

Martha's extensive background is grounded in personal experience. As the Founder and President of four successful start-up companies, she has had first hand experience with the human dynamics and organizational challenges that every senior executive faces. Her well-developed (and somewhat infamous) "street savvy" makes her able to very quickly get to the root of any human issue. Having worked with Fortune 100 companies as well as start-up organizations, she is familiar with the requirements, differences and demands of a wide variety of corporate cultures. Her clients have included Alticor, Amway, Apple Computer, Balke-Brown Associates, Edward Jones Investments, Everest Biomedical Instruments, IBM, In-Q-Tel, PeopleSoft, Pacific Bell, Quest, Quixtar, Ralston Purina, SAP, the St. Louis Community Foundation and many others.

Working in partnership with her clients, Martha builds strong, effective leadership teams to have an aligned organizational vision, and designs dynamic cultures that thrive with a clear sense of purpose and personal responsibility. She specializes in cultural design and transformation, change management, conflict resolution, leadership development, team building, self-mastery, and peak performance. She provides on-going support to senior executives with one-to-one leadership coaching, which is both innovative and awakening.

Although Martha is a no-nonsense, results oriented consultant who doesn't like to waste time on the unnecessary, she can be entertaining and fun and she enjoys having a good time while working hard. Her exceptional human interaction skills, as well as her humor, can lighten up any tense moment and move difficult discussions into effective conclusions. Martha is pragmatic and results-focused and expects nothing less than the best from herself as well as from the clients she coaches. Her approach, has earned a deep respect from the thousands who have worked with her.

As a CEO of a multi-hundred-million dollar company recently said of her, "Martha's insights are at times astounding! I have met many consultants and facilitators over the years and she is, without a doubt, one of the best I have ever seen. As a result of her coaching, we were able to move our executive team out of a stalemate situation into alignment and enthusiastic action!"