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Can We Avoid Making Bad Decisions By Following Our Inner Voice?

Author collects real life stories from people in 155 countries to prove the accuracy of inner voice guidance for upcoming book *Life is a Fork in the Road*

Las Vegas, NV—June 24, 2010—What do British Petroleum, Tiger Woods, and North Korea all have in common? Bad decision-making. And they are far from alone. Whether personal or professional, everyone has made choices that turn out bad, sometimes horribly bad. Could our bad decisions be avoided by listening to our inner voice? American author and speaker Don Shapiro is conducting a worldwide research study about the accuracy of inner voice guidance for a book he is writing that, based on preliminary results, may offer hope for ways to improve the quality of people's choices. Early responses to his efforts have been so enthusiastic that the Facebook page for the book has attracted over 10,000 fans in less than six months.

"We don't have to look far to find evidence of bad decision making," said Shapiro. "As we watch the ramifications of those poor decisions, it's easy to wonder what on earth the individuals involved were thinking. Was their inner voice offering them advice they ignored? Based on the true stories submitted for my book research so far, it appears that an individual's true inner voice is unerringly accurate and heeding that voice can lead to better choices."

The research project started with the launch of a website to collect and share inner voice experiences at www.lifeisaforkintheroad.com. In January, Shapiro launched a Facebook page about the book (www.facebook.com/lifeisaforkintheroad) to help attract more stories. What followed was an explosion of interest that resulted in over 10,000 fans joining the page from 155 countries all sharing their experiences and offering insights into how the inner voice works. Many have commented how the page helped them realize that others have gone through life experiences and difficulties similar to their own.

"Life is one long stream of choices or forks in the road," said Shapiro. "Call it inner voice, divine guidance, following our heart, or intuition, most of us have experienced guidance from within about our choices. Yet people ignore this voice too often in favor of what seems like a more desirable choice. This book project seeks evidence in the form of real life experiences that can shed new light on finding and trusting our inner voice."

Don Shapiro is available for interviews, appearances, and speaking engagements about the book, the research project to collect real life stories for the book, and to discuss how individuals can make better choices by listening to their inner voice. His speeches are punctuated with numerous real life stories gathered from his research. Anyone facing a decision, choice, or change in direction whether for business or personal reasons will find welcome perspective from this engaging speaker.

Shapiro has been in the business of helping individuals make better decisions for 25 years. As a successful management consultant and president of First Concepts Consultants, Inc. he advises CEO's and their teams in the areas of strategic thinking, marketing, selling and leadership. He employs the same interview assessment approach he pioneered to assist clients for this research project about the inner voice. *Life is a Fork in the Road* is his first book.

About Don Shapiro and *Life is a Fork in the Road*

Shapiro has spent the past 25 years advising and inspiring corporate management teams in the areas of strategy, structure, marketing and sales in his role as president of First Concepts Consultants, Inc. a management and marketing consulting firm. A curious nature, a passion for uncovering what causes things to happen, and a creative spirit have driven him throughout his life. He is currently researching and writing the book *Life is a Fork in the Road* about following our inner voice to make better choices. He has been a public speaker for 40 years and currently speaks on his book project. Reach Don at www.lifeisaforkintheroad.com.