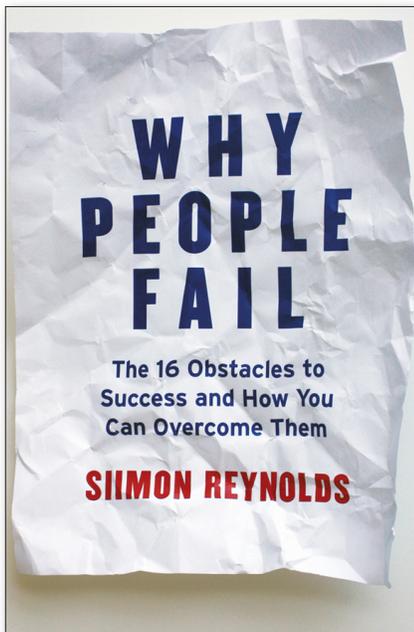


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The idea that failure leads to success is not new. But thinking about failure and success as a highly predictable science, instead of an unpredictable result of effort, character, and circumstance, is.

Just as Newton wrote the law of gravity, Reynolds reveals the laws of failure and success. Each formula involves mental and action-oriented processes that can be adopted by anyone dedicated enough to learn the 16 steps and then follow through.

Failure and Success Are Scientifically Predictable Think: Less Coffee, More Octopuses

(Los Angeles, CA.—November 7, 2011) Did you know that drinking less coffee, or thinking about an octopus can help you succeed? Or, that your client roster can double from an outrageous and ridiculous idea like being rude? Parents, did you know that you can increase your child's potential for success each and every night by ensuring they don't sleep in a room with a night-light?

While each of these assertions may seem dubious, high-performance expert and best-selling author Siimon Reynolds promises that they are demonstrable truths backed by research-based studies that Reynolds outlines in **Why People Fail: The 16 Obstacles to Success and How You Can Overcome Them** (Jossey-Bass; \$24.95; November 7, 2011).

Reynolds, a high achiever and business coach for companies including, Apple, BP, Citibank, IBM, IKEA, Sony, and Volvo, has been studying the science of failure and success as related to human behavior for more than 20 years. During this time, he has isolated 16 barriers to success, presenting them alongside research-based facts and more than 50 proven rules, exercises, and techniques for surmounting failure inside **Why People Fail**.

As Reynolds explains, "It is an ordered world in which we live, subject to ancient natural laws. Just as there are laws of gravity, motion, chemistry, and biology, so too are there laws of success and, inversely, definite paths to failure."

In **Why People Fail**, Reynolds offers a guaranteed approach to success built on dedicated introspection and simple focused action, such as:

- **Devote 30 minutes each day toward mastering your industry.** "Within just one year, I guarantee your coworkers will consider you an absolute expert in your field," states Reynolds.
- **"Pause for a minute and appreciate the momentous impact of the following concept: You may not be the person you think you are," asserts Reynolds.** Research has proven that the average person has around 60,000-70,000 thoughts a day, but the extraordinary fact is that around 70 percent of those thoughts are recycled from yesterday. We believe that we are thinking new thoughts, but in reality our think based processes are mechanical and highly conditioned to our environments and beliefs. The key is to retrain your brain. Shun a Fixed Mindset and opt for a Growth Mindset. (**MORE -->**)

- **Challenge everyday behaviors that limit success**, such as: elevated caffeine intake, listening to heavy metal music, and watching TV, and replace them with rewarding actions like increasing intake of Omega-3 (decreases depression, boosts brain power, and bolsters immunity), listening to Baroque music (increases concentration, creativity, and output), and donating your time to a charity or helping a friend move (increases happiness, gratitude, and appreciation).
- **Fail and persist.** It's not a secret that society is more accustomed to titles like *How People Succeed*. In fact, there are very few books on failure. By titling this book **Why People Fail**, Reynolds hopes to retrain readers to not fear failure, but to embrace it as a natural occurrence on the road to success. As Reynolds states, "A common reason people don't persist is that they believe there is something wrong with failure. I believe differently. Failure is a normal and customary part of high achievement. If society adopted this view, people would be more likely to persist. We would be a world of supermen and superwomen. Currently, to our own detriment, this is not the case. More often than not, failure is viewed as a dark shadow on success. I am here to challenge and change this fear-based thinking."
- **Enhance your relationships, and subsequently yourself, by identifying Inner and Outer Circles of Influence.** From using the first 10 minutes of your day to focus on cold calls to reaching out to friends in times of need, or utilizing social media applications like Facebook, Google+, and LinkedIn, focus on expanding and strengthening personal and professional relationships. Consider donating your time to a philanthropic cause, or whisk your loved one away for an unplanned vacation. Each of these actions is certain to strengthen your relationships and boost your psyche.
- **Employ Reynolds' unique Idea Creation Techniques, such as the Dictionary Method or the Ridiculous Idea Method.** Challenge common thought patterns and stimulate creativity by picking a random word in the dictionary, for example "octopus." What ideas can you formulate using this word for inspiration? An octopus has eight tentacles, so perhaps making eight cold calls, or developing eight insights on a potential client. Octopuses release ink, so perhaps hand writing eight thank you notes. Octopuses have suction cups, which relate to thoughts of retention and retaining clients. Suddenly, a multitude of brainstorming ideas that you otherwise would not have had without the word, "octopus."
- **In relation to the Ridiculous Idea Method, ask yourself and others, "What outrageous idea can inspire a praiseworthy outcome?"** An outrageous idea might be, "Be rude to clients." Of course, being rude to a client would be unthinkable; however, how might you turn this thought around to inspire a legitimate concept? What if you created a business that provided clients with honest, frank, and direct counseling strategies on what to do to get a business back on track? The result would be a legitimate business idea inspired by what initially seemed like lunacy.
- **Focus on your goals with a clear understanding of yourself and employ rituals.** "It's not what you do occasionally that builds your future—it's what you do regularly with clarity of purpose," explains Reynolds. From success rituals like making your bed every morning to exercising to maintaining an optimistic outlook on life, Reynolds promises, "If you practice three intelligent steps or actions each day, then by the end of the year you will have taken over 1,000 steps towards achieving your goals." An extraordinary accomplishment completed through three doable actions a day.



It is an ordered world in which we live, subject to ancient natural laws. Just as there are laws of gravity, motion, chemistry, and biology, so too are there laws of success and, inversely, definite paths to failure.

—Siimon Reynolds

We all have 168 hours in a week. As Reynolds chronicles inside **Why People Fail**, the difference between success and failure boils down to the scientific correlation between our thoughts and actions within those 10,080 minutes. Simply put: less coffee, more octopuses.

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Behavior Expert Siimon Reynolds' 16 Obstacles to Success

1

UNCLEAR PURPOSE: The Truth about success is that you don't have to be smarter, better looking, or more connected, you just have to focus—really focus—on what you want and how to get it. Approaching your day, week, career, and ultimately, your life, with a foggy sense of purpose leads to weak and chaotic actions. Whether you desire to create a happy family, be an outstanding human, or travel to exotic locations, act with a clear purpose by programming your brain's RAS, Reticular Activating System (p. 6).

2

DESTRUCTIVE THINKING: Long term this is likely the single most detrimental factor to leading a successful life. Train your mind to focus on

the positive and reject the negative with daily mind rituals like the SCORE technique (p. 18), Breath Release (p. 19), and visualization and affirmation techniques (p. 20-26).



3

LOW PRODUCTIVITY: People who fail often think too much and do too little. Even when they do act consistently, they often don't act intelligently. The heart of intelligent action is to try something, evaluate how it went, adjust your strategy, then try again. Attributes like disorganization and failure to plan must be replaced with actions like the ABC Method of Prioritization (p. 29); adopting the 80/20 Rule (p. 30); delegation (p. 33); and even relatively easy environmental adjustments like listening to Baroque music (p. 37), or placing a negative ion generator near your desk or bed (p. 38).

Goals



4

FIXED MINDSET: Laziness, throwing in the towel, and failure to consider areas outside your own perceived expertise are characteristic of a limiting, Fixed Mindset. People with a Growth Mindset believe that talents are not fixed, which means even if you are not good at something at first, you can become good at it eventually through dedicated and consistent effort (p. 41-54).



5

WEAK ENERGY: Mental and physical energy is crucial to success, yet few people work to keep energy levels strong. Factors like sleeping in a super-dark room away from energy depleting sources like electronics, night lights, and dust particles (p. 56-57) to avoiding energy draining meals (p. 58) and regular coffee intake (p. 63-64) in favor of exercising, getting daily sunlight, and drinking green energy boosting drinks will provide the energy needed to succeed (p. 59-66).



6

NOT ASKING THE RIGHT QUESTIONS: Questions are the creator of actions. Know your values and project into the future by asking yourself a series of questions, such as "What could go wrong?"; WWJWD (What Would Jack Welch Do?); Is this a good use of my time and talents?; and How can I improve on a past performance? (p. 67-80).



7

POOR PRESENTATION SKILLS: People do judge by appearances. Master the art of public speaking through eye contact, the dramatic pause, voice modulation, and a series of hand gestures. Get critiques, watch professional orators in action, and remember that great presenters are made, not born (p. 81-93).



8

MISTAKING IQ FOR EQ:

Research shows that EQ is a more accurate indicator of a person's abilities than IQ. Your Emotional Intellect—your empathy and ability to get along with others, your self-discipline, your optimism—has a far greater impact on success or failure in life. Improve your EQ by working on five key areas: self-awareness, self-regulation, motivation, empathy, and social skills (p. 95-106).



9

POOR SELF IMAGE: In the long run, you usually get what you believe you deserve. Not what you wish for, not even what you desire, but what you expect deep down. Your level of expectation is determined largely by your self-image. You may not be the person you think you are (p. 112). Visualize the person you strive to be and employ Reynolds' Self-Image Toolkit (p. 113-119).



10

NOT ENOUGH THINKING:

Don't work for work's sake. Employ critical thinking skills like the Dictionary Method (p. 126), the Ridiculous Idea Method (p. 127), the Different Industry Method (p. 128), the Star Emulation Method (p. 130), and the Famous Method (p. 131-132) to stimulate ideas and creative thought.



11

NO DAILY RITUALS: If you don't establish daily action rituals you will likely run out of steam before reaching your goal. Reynolds outlines seven rituals,

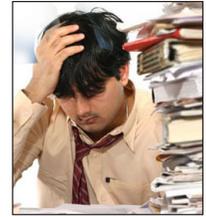
focusing on areas of: Industry Mastery (p. 139), Anti-Procrastination (p. 140), Social Life Improvement (p. 141), Goal Achievement (p. 142), Clean Home (p. 143), Happiness (p. 144) and Fitness (p. 146).



12

STRESS: The simple fact is stressed people make less money than relaxed people. Stress also affects your overall health, job

performance, personal relationships, libido, as well as company and personal profits. Reynolds outlines eight stress-reducing techniques to counter stress, such as: the Sedona Method (p. 157), appealing to your Circle of Influence (p. 159), and eating five meals a day (p. 162).



13

FEW RELATIONSHIPS:

You don't succeed alone. Develop Inner and Outer Circles of Influence (p. 166-169) and learn that small actions like a simple compliment, or the sharing of a smile can reap large rewards (p. 172-174).



14

LACK OF PERSISTENCE:

People don't persist for two reasons: poor self-image and the socially perceived fear of failure. Commit to be unrelenting in your actions and don't be afraid to adjust your strategy or reward yourself (p. 175-187).



15

MONEY OBSESSION: The hollow quest for wealth and a materialistic drive have direct correlations with unhappiness and disease (p. 189-186). Focus on achieving

happiness by connecting with people, practicing acts of gratitude, assisting others, increasing levels of Omega-3, controlling your focus, and taking life-affirming action (p. 197-201).



16

NOT FOCUSING ON STRENGTHS: Along with a clear focus, you must focus on your strengths. We are living in what Reynolds dubs the Specialist Era (p. 204). Consider taking tests like the Clifton Strengths Finder

or the Kolbe Index to isolate the areas in which you excel (p. 209). Once you know your inherent skills, envision a new future that takes advantage of your abilities and talents. Life is short. Don't spend it doing things that don't offer enrichment or satisfaction (p. 224).



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About Siimon Reynolds

Siimon Reynolds is an internationally renowned high-performance expert on what he describes as the “predictable science of success and achievement.” As a highly motivated executive himself, Reynolds co-founded Photon Group, which in eight years grew from a staff of 2 to 6000, thereby becoming the 15th largest marketing services group in the world with operations in 14 countries.

Reynolds has coached and motivated a number of the world’s largest corporations, including: Apple, BP, Citibank, IBM, IKEA, Sony, and Volvo. He has been featured on *60 Minutes*, *Today*, *Bloomberg* and many other primary news outlets as a disciplined high achiever, professional entrepreneur, and successful life and business coach, as well as a best-selling author.

Reynolds’ books have been published in ten countries, with the Australian edition of *Why People Fail* debuting on the Australian best-seller lists in March 2011, where it continues tracking as a best-seller seven months later.

Reynolds currently resides in Los Angeles, CA. and looks forward to marrying professional media personality Kathryn Eisman in the Fall of 2011.

For more information, Reynolds maintains an online presence at:
<http://www.whypeoplefail.org> and <http://www.siimonreynolds.com>.



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