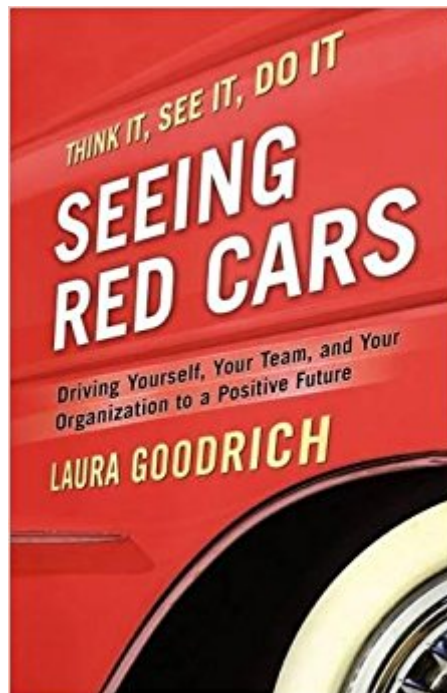




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Seeing Red Cars: Driving Yourself, Your Team, And Your Organization To A Positive Future



Synopsis

Surely you've experienced something like this: you buy a red car, and suddenly red cars appear everywhere. Why? Because you're focusing on red cars and you get more of whatever you focus on. But much of the time, consciously and unconsciously, we dwell on what we don't want, and that's what we get. Drawing on the latest scientific research, Laura Goodrich shows you how to stop fixating on negatives and rewire your brain to focus on positive outcomes. Unique and practical exercises—including a free online toolkit—and dozens of enlightening real-life stories help you identify what you truly want so that it drives everything you do. And Goodrich shows how Seeing Red Cars can build organizational cultures in which employees are playing to their passions and strengths, focusing on what they want, and achieving breakthrough results. **Â**

Book Information

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Customer Reviews

Â“Provides the toolkit and the foundation for people to define their purpose and generate value with realistic and practical solutions.” **Â**• **Â**• Tony DeBlauwe, Senior HR Partner for a global technology organization; founder, HR4Change; and author of Tangling with Tyrants **Â**“As the marketplace's creative destruction grows ever more creative and destructive, it's essential to keep your wits about you and direct your personal and professional energies where they are most effective. Goodrich gives you the tools and guidance to do just that.” **Â**• **Â**• Don Tapscott, coauthor of Wikinomics and Macrowikinomics; Chairman, nGenera Insight; and Adjunct Professor of Management, University of Toronto

“Utilizing Goodrich’s approach will set you on a road you may never have dreamed possible. Ready, go!”
•Cali Ressler and Jody Thompson, coauthors of *Why Work Sucks* and *How to Fix It* and creators of the Results-Only Work Environment

Laura Goodrich specializes in the field of workplace dynamics and relationships. She has twenty-five years of professional experience, fifteen of which she has spent as a corporate trainer, coach, consultant, and speaker. She has a degree in Training and Organizational Development from The University of Minnesota and has received coach training from both the Corporate Coach University and the Coaches Training Institute. Laura is co-owner of an integrated content company that specializes in authoring and producing videos, documentaries, television series, speaking and coaching. She is also an active member of the National Speakers Association and ASTD.

As Laura Goodrich says, "You could be getting more of what you want." I know I want to get more of what I want, which is why I love this book. I'm an organizational development consultant who works with teams and individuals across the country to improve their results. The principles of Laura's book help me do just that. And, I'm a human being who wants to get better results too. So, while I'll definitely share these concepts with my clients, I will put them to work for myself as well. I've worked with Laura professionally and have experienced her passion, action, and "take charge" attitude first hand. I can see so much of who Laura is as a person in this book: dynamic, accessible, authentic, and engaging. The book is thought-provoking and practical, with a toolkit to help you apply the principles right now to start getting more of what you want. You can do it with this book . . . you can get more of what you want.

Lynae Steinhagen
CEO, BWR Consulting, Inc.

I have the opportunity to choose books for our company to hand out to employees so that we can read and have a starting point for conversations. I read some business book reviews and this book really stood out to me. I ordered the book and read it completely and will be very comfortable handing it out to all of our employees. The toolkit that you get to download really helped to bring it all together. I will use this book to continue my professional development as well.

Focus on what you want, not what you don't. A simple message that is so often difficult to adopt in organizations. Seeing Red Cars is based on solid research and real life delivered programs. This book is a guide and provides a simple and effective way to change mindsets whether you are an individual or a leader driving a team in one clear direction.

Laura Goodrich has written a small book with a big message (150 pages). I'm not a fan of simplistic, "positive thinking," the approach that if you dream it you'll do it. The world is filled with dreamers that don't achieve. However, I believe, "Seeing Red Cars," provides rubber-hits-the-road strategies for creating AND achieving a vision driven life, team, and organization. How to drive into a positive future? Focus on what you want. It's likely you spend most of your life reacting rather than acting. Additionally, research shows that 70% of your thoughts are about what you don't want and what you'd like to avoid. Can you, in this moment, name what you want? You can't get there if you can't name it. "Clarity is the most important motivator and predictor of future success. You get more of what you focus on." Focus on what you can control. Life's frustrations center on things you can't control. Trying to control them drains you. You'll go farther by playing to your strengths and controlling what you can control. Here's a brief sampling of principles that Laura offers. Six strategies that help you get there: 1. Jump into social media. Twitter is the most powerful tool available for establishing new connections. 2. Follow your intuition. When was the last time you did some soul-searching? 3. Engage in many conversations. One significant conversation can change your life. 4. Utilize supporters. Let others help. 5. Utilize doubters. Prove the: can't, don't, and won't people wrong. 6. Deal effectively with weaknesses by linking with the strengths of others. If you can't state what you want, describe your plan, and define a time-line for getting there, "Seeing Red Cars," is for you. Highly Recommended Dan Rockwell Leadership Freak

Seeing Red Cars is all about seeing what you want in life, not what you don't want. Unfortunately, most of us have been trained to be overly cautious and wary of what might go wrong or not work out for us. As a consequence, we spend most of our time thinking about what we don't want, what we want to avoid, and what we don't like about the situations we find ourselves in. In Seeing Red Cars, author Laura Goodrich explains the importance of focusing, instead, on what we do want, using our "wants" to keep us motivated toward our goals. With a heavy focus on using this Seeing Red Cars mindset (the idea that if you start thinking about red cars, you will automatically see more red cars...your mind being drawn toward what you think about) in the business world, Goodrich still offers plenty of anecdotal examples of how this can be used in real life. There are many worksheets included in the book to develop your own bucket list of "wants" as well as trackable sheets to help you decide what to do to reach those goals and keep you on target. The emphasis is on balance in all areas of life, because dissatisfaction in any area of life will affect other areas. Goodrich offers ways to find the imbalances and how to focus more on what brings joy and happiness. Be prepared

to do some soul-searching about what is important in your life and how to get it. This is a fabulous book for any organization, team, or workplace looking to change focus and work toward more employee satisfaction, creativity, and cooperation.

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