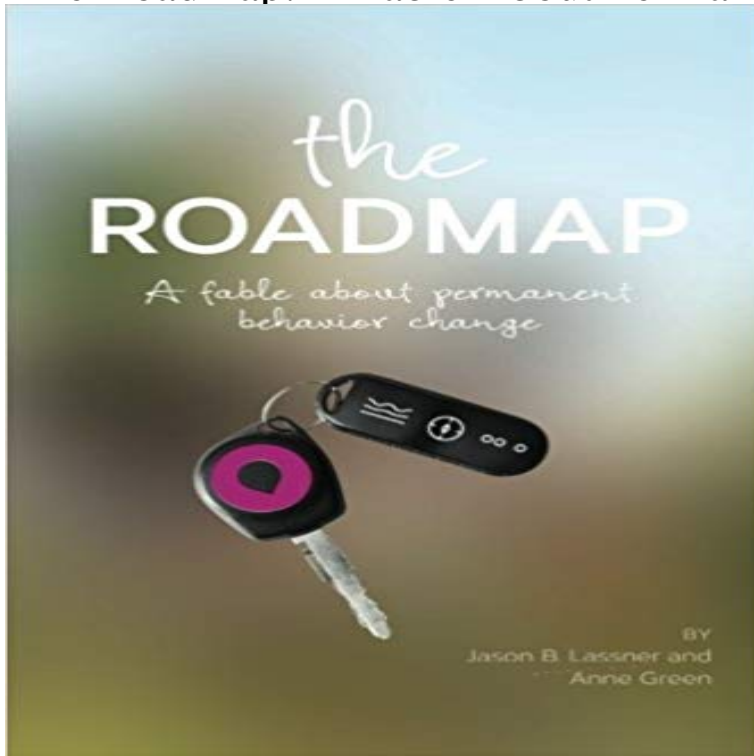


## The Roadmap: A Fable About Permanent Behavior Change



Crisis or Opportunity? Many successful people are thwarted by habits they cannot change. These behavior problems run the gamut: weight loss, exercise, making a budget and sticking to it, stress and anger management, destructive relationship and communication patterns, and the list goes on. In *The Roadmap* we meet one such woman named Jo, a 40-something wife, mother, and newly promoted sales manager as she confronts the harsh reality that she is a control freak (referred to in polite company as a micromanager). Willpower Is Never Enough Jos predicament is familiar to many wise and otherwise happy adults. She can choose to pretend that her controlling ways dont really cost her that much or figure out how to change them. Even if she really wants to change, just wanting to transform behavior and Just doing it are not solutions. The fact is that permanent behavior change remains a distant dream for well over 90% of those who try to achieve it. There must be another way, but how? Choosing the Road Less Traveled Even before she fully grasps the challenge in front of her, a mysterious old leather book called *The Roadmap* finds its way into Jos hands. It describes a novel and non-prescriptive approach to lasting behavior change. Should she trust it? Deliberately taking a risk, Jo follows *The Roadmap* and learns to read the road signs on lifes highway. She successfully identifies the numerous situations where her current behavior pattern leads her off course. Is she in position to choose a different route to her behavior change destination? Fuel for the 21st Century Instead of repeating her pattern and bulldozing the obstacles in her path, Jo discovers an alternative to willpower a sustainable fuel called Steadiness that anyone can learn. By practicing one Steadiness ingredient at a time she prepares for a trip that has the potential to permanently change her behavior. Could

these be the keys to lasting habit change and lifelong freedom? Join Us You are invited to come along for the ride as Jo faces true-to-life situations at work with her new salespeople, at home with her family, on the road with her fellow managers, and at the neighborhood park with her friends. Watching her navigate the twists and turns of an unfamiliar road might yield surprising benefits the power to fuel your own story about lasting change!

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