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IT JUST TAKES MOMENTUM

by Renie Cavallari

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Recently, I went on a water park adventure with my daughter. Throughout the day we enjoyed the lazy river, the beach, and the wave pool and eventually she talked me into the massive waterslide. As we walked the 700-plus steps to what seemed like insanity, I wondered how it was that I was so afraid and my seven-year-old daughter so invigorated.

At the top of the stairs we proceeded to stand in line and my daughter began to reassure me that everything was going to be fantastic. "It will be great fun mama so don't worry." And as we neared our turn and she took her seat at the top of the slide, she gave me a few pointers:

"Mama, first you must put water under your bottom or you will get hurt." I graciously took note. Then she said, "Mama, the most important thing to remember is to look and lean forward because that's how you get momentum and the ride is always better when you have momentum!"

Profound! It was an awe-inspiring moment for a motivational speaker who talks endlessly about the fact that to change anything you just need to get people engaged enough to start some momentum in the direction you need to go.

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At the heart of all change, those who are participating ideally need to feel and believe that something else may be possible. From this we can all take action towards it and the best of leaders grab the momentum wave.

Here are a few pointers:

1. Be clear and specific about where you want to go. Share your message in six words or less.
2. Inspire them. People want to feel what is possible as most are afraid.
3. Keep every step along the way simple. Clutter (physical and mental for that matter) always slows you down.
4. Measure your results frequently so you can celebrate success daily.
5. Look for what is right and build off it. Encouragement fuels performance.
6. Know that if you aren't doing it they won't be, so show them what it looks like. Your people are always looking.
7. Recognize those who are "on the bus." When something feels good it becomes their motivational drug.
8. Don't look at change as an all or nothing thing. Look to gain 10% momentum and then 20%, and 40%. Before you know it, those who aren't "on the bus" will leave.

The best part of momentum is that it keeps giving you compound dividends and in today's market, that's great news.

Renie Cavallari is CEO and Chief Inspirational Officer for Aspire, an international training and consulting company positioning organizations to achieve optimum performance. Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitudes and outcome. Founded in 1995,

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Aspire has headquarters in Phoenix with a network of inspiring professionals across the country.

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