



MARSHALL GOLDSMITH

WORLD'S NO.1 LEADERSHIP COACH

THINKERS
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Dr. Marshall Goldsmith is the world's number one leadership thinker and a world authority in helping successful leaders get even better - by achieving positive, lasting change in behavior for themselves, their people and their teams. Marshall has been ranked one of the top 10 business thinkers in the world for three years in a row by the Harvard Business Review bi-annual Thinkers50 list. Described in The Economist as one of the three most credible thought leaders in the new era of business, Marshall is the million-selling author and/or editor of 32 books. His works have been translated into 28 languages, with What Got You Here Won't Get You There being named Wall Street Journal's number one business book and winner of the Harold Longman award for Business Book of the Year.

His work has been recognized by almost every professional organization in his field. Marshall Goldsmith is one of the few select executive advisors who have been asked to work with over 120 major CEO's and their management teams. His latest book, 'Triggers' explores behavioural modification through identifying and overcoming triggers in our lives, to enact meaningful and lasting change.

TRIGGERS

Do you ever find that you are not the patient, compassionate problem solver you believe yourself to be? Are you surprised at how irritated or flustered the normally unflappable you becomes in the presence of a specific colleague at work?

Our reactions don't occur in a vacuum. They are usually the result of unappreciated triggers in our environment—the people and situations that lure us into behaving in a manner diametrically opposed to the person we imagine ourselves to be. These triggers are constant and relentless and omnipresent, and often the environment seems to be outside our control. Even if that is true, as Goldsmith points out, we have a choice in how we respond. Change, no matter how urgent and clear the need, is hard. Knowing what to do does not ensure that we will actually do it. We are superior planners, says Goldsmith, but become inferior doers as our environment exerts its influence through the course of our day. We forget our intentions. We become tired, even depleted, and allow our discipline to drain down like water in a leaky bucket.

Goldsmith offers a simple "magic bullet" solution in the form of daily self-monitoring, hinging around what he calls "active" questions. These are questions that measure our effort, not our results. There's a difference between achieving and trying; we can't always achieve a desired result, but anyone can try. In the course of Triggers, Goldsmith details the six "engaging questions" that can help us take responsibility for our efforts to improve and help us recognize when we fall short. Sharing his revealing and illuminating stories from his work with some of the most successful chief executives and power brokers in the business world, Goldsmith offers insight on how to achieve change in our lives, make it stick, and become the person we want to be.

