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AS 2008 BEGINS...  
CHANGE YOUR MONDAY AND CHANGE YOUR LIFE

***MONDAY MORNING CHOICES:***  
***12 Powerful Ways to Go From Everyday to Extraordinary***  
**By David Cottrell**

Author of *Monday Morning Mentoring*

"Packs a positive punch in surprisingly few pages. . . . each chapter feels like a life lesson learned anew."

--*Publishers Weekly*

"**MONDAY MORNING CHOICES** gives sound, insightful direction to anyone wanting to get off the wrong track and on to the road to success, both professionally and personally."

--Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The 8<sup>th</sup> Habit: From Effectiveness to Greatness*

"Are your choices moving you toward success or away from it? This upbeat book will leave you feeling passionate about choosing a positive future for yourself!"

--Ken Blanchard, author of *The One Minute Manager* and *Know Can Do!*

On the heels of his popular *Monday Morning Mentoring* (Collins/2006), leadership coach David Cottrell shows readers how to achieve success and, equally important, how to enjoy it once they attain it, in ***MONDAY MORNING CHOICES: 12 Powerful Ways to Go From Everyday to Extraordinary*** (Collins/January 1, 2008/\$19.95, hardcover).

**MONDAY MORNING CHOICES** is most effectively used as part of a 12-week game plan to make lasting, positive changes in one's life. Ideally the reader will gather a group of at least five colleagues who want to move forward and are willing to make a small investment of time in order to do so. During the week, the members of the group read one of the 12 chapters in the book. The following Monday, the group arrives at work 20 minutes early to discuss the choices revealed in that chapter, and make a commitment to making changes, based on the group discussion. At the end of 12 weeks, positive, fundamental changes have been achieved. "Of course, you could do this by yourself," David writes, "but I strongly recommend that you invite others to make the journey with you. It is easier to make changes when you are supporting one another along the way, but more important, you will be teaching, sharing, and investing in other people." He adds: "You will receive far more than you invest."

David argues that success is a matter of making the right choices--even when those choices are difficult. In studying successful people, he found certain patterns and trends in their choices and organized them into three main categories:

**Character choices:** Most choices that help create success are never recognized by others. They are personal choices people make that mold their character. These character choices are internal choices known only to the person making them. Those choices include accepting responsibility, commitment, values, and integrity. Those are personal choices that we make deep within ourselves and that eventually mold our life.

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## **MONDAY MORNING CHOICES/cont'd**

**Action choices:** There are action choices that will lead you toward success. Those choices help you move beyond simply talking that talk and toward getting things done. These choices are the catalyst for moving forward; they lubricate the process of getting things done. They include the choices of sticking to the objective long enough to win, being enthusiastic about work and life, and attacking and conquering difficult issues.

**Investment choices:** This does not refer to the stock market or a get-rich-quick scheme. The important investment choices are about investing in people who will make your life better. You cannot be successful in the long term without investing in relationships, accepting constructive criticism, seeking the truth, and giving back to others.

Within each of these categories, David offers four choices to consider, based on the experiences of many and the observations of many more--for example, "The No-Victim Choice," in which you stop blaming your shortcoming on outside circumstances; "The Commitment Choice," in which you refuse to give up until you achieve success; and so on. He provides context and insight into these 12 choices that others have made, so that you can make them too, to enhance success in your career and in your life.

"My desire is that the information in this book will motivate you to make the choices you need to become the very best at your chosen profession," David says. "The path we'll mark is not an easy one to follow. The best choices are rarely the easiest. However, the sum total of these 12 choices creates a philosophy that allows you to make better decisions while encouraging success in every aspect of your life."

### **About the author**

DAVID COTTRELL, president and CEO of CornerStone Leadership Institute, is an internationally known leadership consultant, educator, and speaker. He is the author of more than twenty books, including *Monday Morning Mentoring*. David has presented his leadership message to more than 250,000 managers worldwide. His powerful wisdom and insights on leadership have made him a highly sought-after keynote speaker and seminar leader. He and his wife, Karen, live in Horseshoe Bay, Texas.

### **About the book**

Title: ***MONDAY MORNING CHOICES: 12 Powerful Ways to Go From Everyday to Extraordinary***  
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Monday Morning Choices book. Read 34 reviews from the world's largest community for readers. Learn to make the right decisions to achieve greater success... Whether you strive for money, power, happiness, or love, your personal choices, the actions you take, and the relationships you choose to invest time and energy in, will determine whether you reach your goals. Internationally recognized leadership coach David Cottrell will help you learn to make the right decisions to achieve greater success. Each of us has a different idea of success. Whether you strive for money, power, happiness, or love, your personal choices, the actions you take, and the relationships you choose to invest time and energy in, will determine whether you reach your goals.

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