

***Taking Charge of Your Positive Direction* by J. Bert Freeman** **Book Synopsis**

How does what we say today impact our lives tomorrow? Our choice of words can move us in a direction toward or away from effective personal and professional relationships and we are in charge of that choice. Positive direction means that the words we speak steer us toward the successes or outcomes that we want or need with others. In this book, after years of developing programs and processes of **CONSISTENT POSITIVE DIRECTION™**, J. Bert Freeman identifies the impact of choosing positive direction and shows us skills and approaches that we can use right away to build those important relationships.

CONSISTENT POSITIVE DIRECTION is described as speaking, writing, learning and impacting reality toward the goals, achievements, results, accomplishments or outcomes that really matter. These skills and approaches came from years of learning, developing and teaching ways to interact successfully with others, *when what we have to say really matters*. Chapters 1 and 2 of this book provide you with the know-how to use the sentence to sentence skills of **CONSISTENT POSITIVE DIRECTION**, called **Verbal POSITIVE APPROACH™**. You will see how the choice of words that we speak can either keep us away from or move us closer to where we need to be. The skills of **Verbal POSITIVE APPROACH** help us stay consistent in talking toward the goals, achievements, results, accomplishments or outcomes that we want/need for our lives and the lives of others.

Subsequent chapters show that the power in using these skills goes beyond adjusting words and sentences; it reaches to the depths of human interaction. For example, Chapter 3, “Above the Clouds – The Positive Directions of Your Attitude”, coaches you on how to express any attitude in a positive direction, whatever your feelings. You learn how your abilities for respect, listening and learning have a powerful impact on taking your attitude above the clouds. Chapter 6, “The Essentials for Interaction”, consists of approaches you can use to move things forward and get things done. You will see how **CONSISTENT POSITIVE DIRECTION** connects to research that shows your abilities to influence future successes. Chapter 8, “Whole Brain Positive Direction”, examines how to use differences and similarities in relationships and learning, based on our brain tendencies and thinking styles. The titles of chapters 9, “The Power of ME” and 10, “How to be Tough Using Positive Direction Stuff”, speak for themselves and delve into managing expectation, effort, and esteem (chapter 9) and exercising endurance, persistence, insistence and consistency (chapter 10) all in a positive direction.

Among the skills and approaches that are expressed in this book, some are called **Power Options**. They are approaches for many of the verbal and written encounters that we have in our lives. Many of them connect to what you already know. With the infusion of **CONSISTENT POSITIVE DIRECTION**, they are connected to human experiences, stories and observations. Hence, you will encounter a number of approaches that are titled with acronyms or phrases such as ‘Inside RAPP’, ‘TOLL Free Openness’, ‘TALKEASE’, ‘LEAPS and REAPS’, ‘The Silent Mentor’, ‘EPIC Toughness’ and more. There are over 165 **Power Options**. Those that are included in this book expand your readiness for forward movement, resolving differences, finding solutions, building relationships, and making change work more easily, all in a positive direction.

You will be able to use what you learn immediately, and become equipped for *taking charge of your positive direction*, now and for a lifetime.

Publisher: Trafford Publishing (Released 2006)
ISBN: 1412200652 Hardcover 288 Pages
1412070201 Paperback 286 Pages
Copyright: J. Bert Freeman (2005)
Availability: www.amazon.com or www.barnesandnoble.com
www.positivedirection.net (for signed copy or bulk orders)
Order at Barnes and Noble, Borders and other area book stores
List Price: \$32.99 US Hardcover
\$24.99 US Paperback