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Outrageous Potential

FOR IMMEDIATE RELEASE

New Books Challenge Traditional Business Practices

ORLANDO, FL (February 20, 2010) *HA Books* announces the release of two new books from noted business author Carol Quinn.

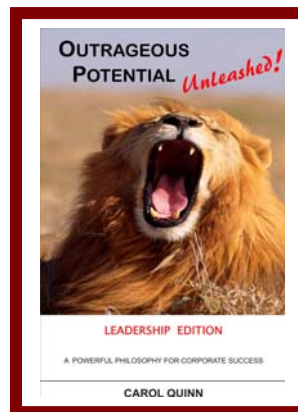
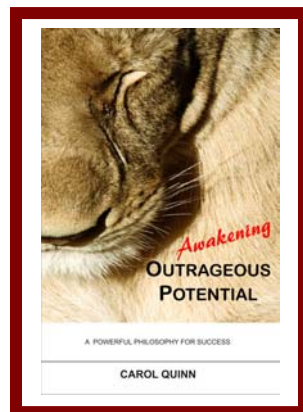
Traditionally, organizations put forth a great deal of effort and spend vast sums of money in an attempt to motivate employees to perform above average. As the economic climate begins to improve, that kind of approach will continue to produce limited success. The best way to prepare for the economic turnaround is to adopt a set of best practices that align with the process of achievement. So states noted business author Carol Quinn, "Too much time, energy and money is wasted on trying to motivate unmotivated employees. This business practice only produces spurts of productivity at best and never leads to any kind of sustainable success."

Quinn's two new quick-read books are designed to be handbooks for creating what she calls a "maximum performance organization". According to Quinn, some changes must take place in order for this to happen. The author's goal is to make the reader aware of the fact that achievement is a fundamental process and one that can breakdown. The first book, *Awakening Outrageous Potential* (48 pages) presents a philosophy for the individual, while the second, *Outrageous Potential Unleashed - Leadership Edition* (40 pages) explains how to apply the aggregate power of that philosophy in business. These books offer a more effective, non-traditional approach to success in this era.

About the Publisher

HA Books is a publisher of innovative books and electronic media for both business and personal use. For additional information, e-mail Maria at Maria@HAbooks.com.

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Meet *Carol Quinn*...

Nobody understands the process of achievement better. Carol Quinn is an expert on interviewing and hiring high performers. She is President and Founder of Hire Authority and has more than 25 years experience in the corporate world. BP (Fortune 5), nominated Carol for the prestigious *Global Helios Award* for Innovation in delivering breakthrough solutions. Be sure to check out Carol's other books as well:

- *Don't Hire Anyone Without Me!*
A revolutionary approach to hiring the best.
- *Have The Attitude!*
The thinking that makes great things happen.

Carol Quinn is no ordinary speaker... she is dynamic, inspirational, and gifted at helping people breakthrough self-imposed limitations to achieve profound results. Her practical, no-nonsense method of explaining the keys to optimizing the untapped human potential within your own organization is simply amazing.



Carol Quinn is available for interviews with print, broadcast and web-based media on business topics that include achievement, job performance, motivation, hiring, employee retention, high performers, effective thinking, and maximizing corporate success. To schedule an interview, e-mail Maria@HAbooks.com or contact Carol directly at 407-616-0432.



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Suggested Interview Questions

1. What's the #1 mistake people make when in pursuit of a goal?
 2. You talk about overcoming any obstacle – is that realistic?
 3. Do you believe some things are just not meant to be?
 4. What is one simple thing a person can do differently that will help them achieve more of their goals?
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5. What's the most common mistake managers make that hurts their company's success?
 6. Many books have been written about motivating employees. Your books take a completely different approach. Why is your approach more effective?
 7. There's a prevailing philosophy that it's possible to change another person's behavior through motivation. Can we really change another person?
 8. Why does motivating employees not work for maximizing corporate success?
 9. As the recession eases and organizations begin hiring again, you believe there is a 'perfect storm' brewing. Will you elaborate on that point?
 10. Tell me one thing an employer or manager can do that will greatly improve their company's results?