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Yes you Can!
Reaching your Potential
While Achieving Greatness

by

Insight Publishing

EBOOK EDITION

ISBN: 9781600130717

Copyright © 2014 Insight Publishing

Published in the United States by:

Insight Publishing Company

707 West Main Street, Suite 5

Sevierville, TN 37862

800-987-7771

www.insightpublishing.com

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Disclaimer: This book is a compilation of ideas from numerous experts who have each contributed a chapter. As such, the views expressed in each chapter are those who were interviewed and not necessarily of the interviewer or Insight Publishing

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A Message from the Publisher

If you need that extra boost to get where you're going, I can tell you with confidence that this book will provide the advice you need to know that "yes, you can" get there! We are proud to present authors whose chapters will give you some tools to help you along your journey to wherever you want to go.

I have to admit that there have been times Yes You Can!: Reaching Your Potential While Achieving Greatness in my life when I definitely thought, "No, I can't!" All successful people get discouraged sometimes. But they don't let discouragement stop them. When you've hit a wall, you have to push through, Yes You Can!: Reaching Your Potential While Achieving Greatness knowing that eventually yes, you Yes You Can!: Reaching Your Potential While Achieving Greatness can make it.

The authors I interviewed for this book gave me fascinating and innovative ideas about how to push through to achieve that "Yes You Can" mindset. "Yes you can" is a mantra Yes You Can!: Reaching Your Potential While Achieving Greatness that you can Yes You Can!: Reaching Your Potential While Achieving Greatness use every day for encouragement. Like the "Little Engine that could" in the children's book, you can say, "Yes I can, yes I can," all the way up the hills in your life until you grasp what you are reaching for.

The preparation for this book was done by way of the authors' education and their impressive experiences in business. But the primary source of their preparation was life itself. Each author's life experiences provided Yes You Can!: Reaching Your Potential While Achieving Greatness unique insights into what "yes you can" truly means. Their suggestions will help you succeed in every area of life—business and personal.

I highly recommend that you not only read this book but also use it for encouragement and for new ideas about how you can push through every obstacle with confidence, knowing Yes You Can!: Reaching Your Potential While Achieving Greatness that *Yes You Can!*

Interviews Conducted by:

David E. Wright, President

International Speakers Network

-

Chapter One – Career Contentment Trumps Job Satisfaction

Jeff Garton

-

David Wright (Wright)

Jeff Garton is an organizational consultant, career coach, speaker, and ASTD best-selling author. His background is specialized in HR for twenty-three years with the Philip Morris Companies. He is noted for pioneering the field of *career contentment*, a topic that shows employers how to improve Yes You Can!: Reaching Your Potential While Achieving Greatness employee resilience, productivity, and retention, despite work conditions that Yes You Can!: Reaching Your Potential While Achieving Greatness can't always be Yes You Can!: Reaching Your Potential While Achieving Greatness satisfying. His groundbreaking works on this new topic have been featured on Fox Business, ABC Yes You Can!: Reaching Your Potential While Achieving Greatness *Sunday Morning*, NPR Radio, *The Wall Street Journal*, and *Chief Executive* magazine. His consulting has been instrumental in helping employees and organizations to cope with the challenges posed by the failed economy, global competition, cost-cutting, and sustainability issues.

Jeff, welcome to *Yes You Can!*

Wright

What is career contentment?

Jeff Garton (Garton)

First of all, contentment is a *human emotion*. Like any emotion, it is the direct result of how you think. You think first, feel second (emotion), and then you take action based on how you feel.

You act on Yes You Can!: Reaching Your Potential While Achieving Greatness your emotions because of what you think or as the result of how you are caused to think. This is a fact Yes You Can!: Reaching Your Potential While Achieving Greatness that leaders, teachers, coaches, and salespeople rely on to motivate human behavior.

You can motivate yourself (self-motivation) in this same manner—by Yes You Can!: Reaching Your Potential While Achieving Greatness simply improving how you think in a non-negative manner. This is what positive psychologists refer to as thinking realistically and optimistically.

You want to do something, for example, because you thought about it first. What gets you up and moving is how you feel. You can improve how you feel and the effectiveness of how well you perform by simply improving how you think.

* If you *think you can* do something, you inspire performance *enhancing* emotions to act upon: joy, optimism, excitement, enthusiasm, gratitude, and contentment. This creates Yes You Can!: Reaching Your Potential While Achieving Greatness an *ease response*, thus improving your chances of accomplishing what you want. At the same time, you create favorable impressions: you're perceived as joyful, optimistic, excited, enthused, grateful, and content.

* If you *think you can't* do something (or you waste your time complaining), Yes You Can!: Reaching Your Potential While Achieving Greatness you inspire performance *inhibiting* emotions to act upon: fear, worry, envy, doubt and anger. This creates a *strain response*, thus decreasing your performance potential. You procrastinate, do the wrong thing, or you Yes You Can!: Reaching Your Potential While Achieving Greatness deliver half-hearted efforts. At the same time, you create unfavorable impressions: you're perceived to be a poor performer, afraid, worried, envious, uncertain and upset.

Because your life circumstances and work conditions are never consistently satisfying, the idea is to learn how to *think non-negatively* (realistically and optimistically) so as to maintain your own good performance despite your Yes You Can!: Reaching Your Potential While Achieving Greatness circumstances. You think or reason to recognize the agreeable middle ground between the extremes of satisfaction or dissatisfaction. By taking the approach of intentionally recognizing your contentment, you create an ease response to act upon that improves your own performance and perceptions about you.

Is this Yes You Can!: Reaching Your Potential While Achieving Greatness possible? It's a scientific fact! Your circumstances are random and meaningless until you assign them a meaning and react. You assign the meanings, which makes you responsible for how you feel, what you do, and how others react toward you. Your circumstances, therefore, are secondary or subject to your thoughts about them. In other words, *you don't live in response to your circumstances, but in response to your emotions caused by what you think about your circumstances*. This means that you have the power to create your Yes You Can!: Reaching

Your Potential While Achieving Greatness own heaven or hell on Earth by how you choose to think.

Not only do you have the freedom to think whatever you choose, Yes You Can!: Reaching Your Potential While Achieving Greatness you also have the freedom to create any emotion you prefer to act upon, regardless of whatever your external circumstances or conditions might be.

- You can think to feel confident, and therefore act confidently, even though your external Yes You Can!: Reaching Your Potential While Achieving Greatness conditions may be frightening. For Yes You Can!: Reaching Your Potential While Achieving Greatness example, when you have to give a presentation or perform a challenging task.

Yes You Can Reaching Your Potential While Achieving Greatness

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