



The Game of Life and Success in Brief

“Whether you think you can or you can't, either way you are right” – Henry Ford

The Game of Life and Success presents insightful and focused life-altering 'steps' to bring about profound personal transformation and, as a consequence, the accomplishment of your chosen future desired state, realistic dreams and goals.

Living these 'steps' will have a direct influence on your thinking and consequently empower you to manifest the life and relationships you want, as well as enable you to bring about a highly successful career/business/organisation.

The Game of Life and Success taps into ancient wisdom dating back thousands of years and this is intertwined with current success principles as well as 'modern' knowledge gained through researching the connection between thoughts and outcomes. This knowledge is now widely accepted and the principles are used successfully in business and all aspects of life.

The 'step's also draw on Quantum Physics, Metaphysics, Psychoneuroimmunology (PNI), Neural Linguistic Programming (NLP), and Cognitive Behavioural Therapy (CBT) – Psychology.

Heads of families, companies/organisations, informal enterprises, and leaders of countries- each and every one can, if willing, accept stewardship of an ever-present, powerful collective 'energy'. How this 'energy' is managed by each individual either inspires or demoralises those in his/her sphere of activity, whether in the workplace or at home.

Equally striking is the established fact that the manner in which individuals (leaders for example) focus, invest, mobilise this (collective - where applicable) 'energy', creates the reality brought about (collectively and/or individually).

The Game of Life and Success offers 'steps' to both leaders and individuals to effectively manage their individual and/or collective 'energy' in order to produce phenomenal outcomes.

Amongst a multitude of other outcomes, working with the 'steps' will enable you to discover the essence of who you are, identify your passion and to follow it while leading a purposeful, balanced, effective, and fulfilled life.

The Game of Life and Success affords you the opportunity to radically change the way you think and what you believe; therefore the way you see the world, yourself, others, and how you view success, life, relationships, your career, and businesses/organisations. Once you find your immediate world changing for the better, you will discover that those positive effects spread in an ever-widening circle, like the ripples on a pond. This, inevitably, will enable you to magnetically draw to yourself, your business/organisation that which you desire.

“The life you live and the reality in which you find yourself, is a direct result of the choices you make moment by moment” – Steve Krummeck

Why Buy The Book?

Picture for a moment a suspension bridge across a huge gorge. The bridge has no wooden planks on which you can walk. You are on one side of the suspension bridge. Your transformed self, fulfilled dreams, goals, and chosen future-desired state are on the other side of the gorge. Below the uncompleted bridge is a one hundred meter drop into a raging river. The suspension bridge needs wooden planks so you can cross to the other side. Each wooden plank of the suspension bridge that needs to be secured to the steel cables in order for you to proceed represents one of the 'steps' in The Game of Life and Success. Completing, and living each of the 'steps' in The Game of Life and Success ensures one wooden plank after another is secured to the cables of the bridge. You are thus enabled, step by step, to move closer and closer to your transformed self, to the realisation of your dreams, goals, and chosen future-desired state. Failure to fully embrace and take on each 'step' provided within The Game of Life and Success would result in the wooden planks you've secured onto the cables, loosening and falling into the river. This in turn contributes to preventing or seriously delaying your moving closer to the realisation of your transformed self, dreams, goals, and chosen future-desired state.

Familiarising yourself with and practicing each 'step' of The Game of Life and Success ensures one wooden plank after another becomes securely fastened to the steel cables of the suspension bridge. Thus you are able to cross it and realise your dreams, goals, and chosen future-desired state.

Many of the 'steps' I refer to in the steps that follow originated in the East well over two thousand years ago. Increasingly in the world today there is an intense awareness of an invisible, 'energy', and broad-based acknowledgement that we, as humans, are stewards of this 'energy'.

Scientific research has proven irrefutably the existence of this particular energy and the fact that it has an influence on our well-being. This 'energy' is automatically transmitted between and amongst us as humans, affecting every aspect of our lives.

On the strength of this truth we, as thinking human beings, can grasp conclusively how powerful we are. The Game of Life and Success begins to unravel this 'truth' thereby empowering us to draw towards ourselves that which we desire (within reason).

Bear in mind there are no guarantees within The Game of Life and Success, or in life for that matter. However, there are abundant opportunities in life and within The Game of Life and Success, all of which you can and will recognise and even create! Therefore seize the moment and decide to become the master of your destiny. Seize the opportunity you are being afforded to live the life YOU want. Discover your passion and purpose in life and go on to realise your goals, dreams and aspirations, wants and needs, and your chosen future-desired state.

In order to master the 'steps' to The Game of Life and Success, it is imperative to bring about and maintain balance in ALL areas of your life.

ALL the steps and processes detailed in The Game of Life and Success are to be used for good. There is to be NO ill intent on your part. Ill intent will sabotage the 'steps' outlined in The Game of Life and Success, you, and your life.

This book can be used as a 'text book' to life long personal transformation/mastery, and to achieving a 'state of Being infinitely happy.

The Game of Life and Success reflects the wondrous 'gifts' that were 'offered' to me and my clients- in one way or another over my and their lifetime. That is to say, the 'steps' (and many case studies) represent the 'gifts' and are the elements which comprise the process within The Game of Life and Success that I was privileged to discover and inculcate into my life. Many of the 'steps' I refer to in the ensuing steps 'came' to me through my life experiences (some of which were traumatic and literally life-altering), consultations with my clients, research and reading, deep reflection, my search for deeper meaning in life, and oneness with Divine Consciousness (some would refer to as G-d/Universal Mind). I feel truly blessed to have received these life altering inspirations and 'steps'. All of these 'steps' have been verified, in one form or another, in hundreds if not thousands of books written by highly respected individuals including psychologists, psychiatrists, doctors, surgeons, metaphysicians, quantum physicists, and scientists. It is with this in mind that I encourage you to accept the 'steps' contained in The Game of Life and Success as real, as verified, as existing; as 'steps' to the doors of the desired realities you aspire to attract into your lives.

To a large degree I have refrained from using references within the text of the book as I feel it is highly likely you will desire to delve even deeper into the subject matter as a consequence of reading The Game of Life and Success. In fact I encourage you to do just that.

In the Bibliography you will find an extensive list of books on the subject matter which contributed to my journey, to my discovering the 'steps', and to the birth of The Game of Life and Success.

I have included glimpses of some of my and my clients personal experiences demonstrating how some of the 'steps' came to me and them and how I and they inculcated them into my and their lives and way of being.

I am drawn by my life purpose to share these phenomenal 'steps' with you, thereby empowering you to *choose to live the life you desire*. My hope is that you will inculcate the 'steps' into your way of being, thereby enabling you to be the truly magnificent, sentient person that you are. You will find yourself enabled to tap into your infinite ability to be and achieve (within reason) all that you set your mind to. My one request of you is that you pass this wisdom onto others whenever possible.
(Line inserted)

My hope is that one of the outcomes will have a positive effect on reducing the worldwide obsession with consumerism and materialistic gain. Both play a huge role in the destructive impact the human species has on the planet and therefore the sustainability of life on earth. One of my intentions in writing this book is to in some way bring about a positive shift in consciousness, and in so doing positively influence the long term sustainability of our life giving planet.

“I believe the most important single thing, beyond discipline and creativity, is daring to dare” – Maya Angelou

Forward by Dr Marshall Goldsmith – PhD

Before embarking on the incredible journey encapsulated within the pages of this book, prepare yourself to change. Because you will change if you follow the steps outlined in this book. Acknowledge that change is hard for two basic reasons: It takes longer than we think and the process is difficult. However, if you acknowledge these facts you can make your attempts more successful and you can win through *The Game of Life and Success*.

There are five roadblocks to change, five reasons people most typically give up on their goals. Understanding these roadblocks will help you apply the preventive medicine of this book and increase the odds that you won't fall into the same old traps.

The first is **ownership**: After years of experience in helping people change their behaviour, I have learned a hard lesson. To have a real chance of success, the person who wants to change has to take personal ownership and have the internal belief that "This will work if, and only if, I make it work. I am going to make this work."

The second is **time**: Many people have a chronic tendency to underestimate the time needed to reach targets. It's important to be realistic about the time we need to produce positive, lasting results.

The third is **difficulty**: Being optimistic is a wonderful trait; however, not only do most things take longer than we think they will, but they also require more hard work than we anticipate. If we anticipate the difficulty, we won't be surprised by the hard work!

The fourth is **distractions**: A piece of advice that I give all of my coaching clients is: "I'm not sure what crisis will appear, but I'm almost positive that some crisis will appear." Plan for distractions in advance. Assume that crazy is the new normal. You will probably be close to the reality that awaits.

The fifth and final roadblock is **maintenance**: Once the change is made, it can be tough to maintain the new status quo. Be prepared to keep up the good work!

Now just follow the steps in *The Game of Life and Success* and prepare for life-altering and transformational experiences in your career, your relationships, and in your organizations!

Byline: Dr Marshall Goldsmith is the million-selling author of *What Got You Here Won't Get You There*, *Succession: Are You Ready?* and the upcoming *MOJO* (February 2010).

More about Dr Goldsmith

Dr. Marshall Goldsmith is a world authority in helping successful leaders get even better – by achieving positive, lasting change in behaviour: for themselves, their people and their teams.

Marshall's newest book, *What Got You Here Won't Get You There*, is a New York Times best seller, Wall Street Journal #1 business book and winner of the Harold Longman Award as the Best Business Book of 2007.

Recently, the London Times named Marshall Goldsmith one of the top 50 most influential living management thinkers. The American Management Association named him as one of 50 great thinkers and leaders who have influenced the field of management over the past 80 years and Business Week listed him as one of the

most influential practitioners in the history of leadership development.

He is a Fellow of the National Academy of Human Resources – America's top HR honour. His work has been featured in a New Yorker profile, Harvard Business Review interview and Business Strategy Review cover story (London Business School). Major business press acknowledgments include: Wall Street Journal - one of the top ten executive educators, Forbes - one of five most-respected executive coaches, Economic Times (India) – one of five rajgurus of America, Economist (UK) - one of three most credible executive advisors in the new era of business and Fast Company - America's preeminent executive coach.

Dr. Goldsmith's Ph.D. is from UCLA. He teaches executive education at Dartmouth's Tuck School and frequently speaks at leading business schools. His work has been recognized by almost every professional organization in his field. In 2006 Alliant International University honoured Marshall by naming their schools of business and organizational studies the Marshall Goldsmith School of Management.

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Book Reviews

Review date: November, 2009

Review by Jayme Albin, MA, PhD

The Game of Life & Success presents thought provoking and spiritually insightful steps aimed at bringing the reader through a spiritual transformation inevitably modifying one's cognitive belief system so that the world is experienced with more successes.

The Game of Life is a holistic, reference, self help book that combines theories and strategies from multiple disciplines including my field of specialty, Cognitive Behaviour Therapy (CBT), Quantum Physics, Metaphysics, Neural Linguistic Programming and Psychoneuroimmunology. These concepts combine knowledge from modern research as well as ancient wisdom dating back hundreds of years.

These concepts are not just presented matter-of-factly, but the book contains theories, scientific data, and additional resources so that the readers' journey does not end with this publication. The books' inherent goal is to guide the reader towards an activate path of achieving their dreams. In that way, the step-wise program the book provides maintains its own tenant by empowering the reader to take control of their destiny and encouraging a continuation of the exploratory process behind the printed page.

Each of the 16 steps is explained thoroughly, illustrated with a case study and then accompanied by skill building exercises. This approach makes the theory "user-friendly" to reader so that the reader is likely to actively engage and connect with the process rather than negate it or discount its utility.

The direct, straight forward coaching style of the book can be seen as a manual aimed at raising one's self awareness on multiple fields; Including getting one to identify and address their fears, their overall attitude, their vision of the themselves alone, in comparison to others and as an inhabitant of the world, as well as the consequences of their pattern to their immune system and what dreams they have yet to achieve.

The inclusion of Mind, Body and Spirituality reinforces to the reader that importance of nurturing and developing all elements of our being and not just focusing on one element because it's easier, more gratifying or safer. This holistic approach also provides the reader with many functional areas to work on so that their true passion and happiness in life can be unfolded.

The Game of Life & Success is good source for anyone aimed at personal transformation where the goal is to unleash a positive focus, encourage continuous growth and exploration, so that dreams which manifest within us can be lived.

About Dr. Jayme Albin?

Dr. Jayme Albin is a practicing Cognitive Behaviour Therapist and Executive Health/Wellness Coach. She has been practicing in Manhattan since 2001 and has successfully helped thousands of clients overcome their limits. She hosts online forum and edits/writes a newsletter, Ask the Cognitive Behaviours Therapist (www.AsktheCBT.com) dedicated to applying the methods of Cognitive Behaviour Therapy along with concepts from nutrition, neuroimmunology, and physiology for the

purpose of enabling one to move passed comfort zones, defying boundaries imposed by insecurities, blind spots or self inflicted limits so that a fuller, more interesting, successful life can be lived,

She holds a BBA in Banking and Finance, a Masters in Developmental Psychology from Columbia University and a PhD in Clinical Health Psychology from Albert Einstein.

Dr Albin authored a book: "Treating fear of flying using biofeedback & virtual reality: A clinical trial for the treatment of flying phobia using an alternative behaviour model, biofeedback and virtual reality therapy" in 2009 . In additional she has contributed to and authored dozens of articles on performance and behavior modification; She speaks regularly at local and international conferences and has appeared on National Television as behavior expert.

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Book review by Anize van Zyl, Counselling Psychologist

In this day and age, we are only beginning to discover the power of the mind. Over centuries people of different cultures have noticed to some degree or extent what we as human beings are capable of once we engage in certain strategies or make certain choices. Ancient wisdom has guided us to where we are today and yet we are still in the process of discovering – it's a never ending process. In his book, the author combines ancient wisdom with 'modern' knowledge and the outcome is 16 comprehensive steps to personal transformation, with interconnectivity as a golden thread weaving them together. These steps can be applied to any aspect of a person's life in order to create the desired transformation, whether it is self-growth, relationships or career choices that need to be made. For the realists among us, this may sound a bit optimistic, however, the author encourages readers to study each step in its entirety and apply it fully and consistently, in order to bring about the desired change they wish for in their own lives, relationships and/or organizations. The ultimate goal is to self-actualize your potential ('be all that you can be') and create a fulfilled and happy life for yourself.

The author refers to many well respected and successful psychological paradigms and techniques, including Cognitive Behaviour Therapy (CBT). This approach relates to transformation in a powerful manner, indicating that your thoughts influence your behaviour – e.g. what you believe and think about is what creates your reality, including self-talk, attitude, perception, etc. Therefore it also speaks to the laws of attraction but at the same time implies subjective responsibility in the choices we make everyday. Applying CBT in this way allows for movement away from the counselling room and into the wider society in order to reach a larger audience and share the knowledge with people from all walks of life, all the while emphasizing interconnectivity.

Apart from CBT, Freud's psychoanalytic theory is also applied, in its basic form, to one of the 16 steps - basic in the sense that only one aspect of psychoanalytic theory

is used to illustrate the author's point. One wonders if more valuable information could be elicited if this theory were to be applied in its totality. Having said that, one questions the relevance and/or necessity of going into such depth. After all, it is not about the theory as such but rather about how the reader makes sense of and attaches meaning to the different concepts.

Reference is also made to Psychoneuroimmunology, which demonstrates a link between our state of mind, our health and our ability to heal ourselves. Invariably this approach combines body, soul and mind and again emphasizes interconnectivity. It opens up the age-old mind-body-dilemma that many scientists and philosophers still disagree on. The author, however, supports his theory with relevant and recent research on the subject. He discusses the science behind Psychoneuroimmunology (which is difficult to grasp the first time around) and explains it in layman's terms, again transforming it into practical, comprehensible steps. Similarly, Mind Power is applied in much the same way, i.e. combining scientific research and Emotional Intelligence and demonstrating the power of this combination through exercises such as meditation and visualization.

Each of the 16 steps is illustrated by means of an applicable case study, creating a real life example that the reader can identify with. This approach brings the theory contained in each step to fruition and allows the reader to apply this information in a tangible, realistic way by integrating real life with theory. The author furthermore discusses the rationale behind and the lessons learnt from the case studies, thereby clarifying even more and drawing parallels to the reader's own life. The reader then effectively becomes part of the book (interconnected) as he/she is empowered to apply and practice what is being explained.

By adopting an open-minded approach to spirituality, the author allows for readers of any religion to partake in the process of personal transformation. He does not discriminate against any beliefs or religions but rather encourages readers to become aware and identify their core values and beliefs, respecting the uniqueness and the power of choice in each of us. He promotes awareness of and a relationship with what he refers to as the 'Divine Consciousness', allowing the reader to be true to him/herself and to be guided by messages received from a Higher Power. Once again the golden thread of interconnectivity is emphasized as the author uses these aspects to imply a universal connectivity whereby everything is connected to everything else. This is significant because it creates a common thread of connectivity on a process, as well as on a content level.

The way in which the book is structured (e.g. words and sentences written in bold and italics for emphasis, short paragraphs) captivates the mind and almost speaks to the subconscious, already planting the necessary 'messages' into it and starting the process of transformation for the reader. The author adopts a practical and realistic approach to the process of transformation that allows the reader to understand, practice and engage with each of the steps. At the end of each chapter, the respective steps are structured in a table that illustrates the goals, actions and due dates necessary to realize the effect of each step. Checklists, practical exercises (e.g. meditation and visualization) as well as questionnaires also form part of this practical transformation process, thus empowering and propelling the reader to take action while at the same time being challenged, motivated and guided by the author.

The Game of Life & Success is not an academic handbook, nor is it a self-help book that will solve all the reader's problems. Rather it provides a holistic enlightenment on ancient and modern thoughts and ideas and their applicability and usage today, whether it is in a person's own life, relationships or in an organization. Some of the 16 steps seem simple while others seem more complex, however, in combination it

provides 16 different opportunities for the reader to choose to delve deep into his or her state of being-ness, creating meaning and discovering a life of purpose, passion and happiness. It is holistic in the sense that all aspects of the person are incorporated, (body, mind, spirit) thereby promoting wholeness and balance, while also weaving the thread of interconnectivity. One would imagine that the transformation process would be made much easier with the help of a life coach or psychologist, as it is inevitable that certain issues might arise which would be difficult to deal with alone.

The Game of Life & Success is aimed at anyone open to personal transformation and with the courage to embrace and manifest change in his or her life, if he or she so chooses.

Book review by Colette Carlson, Professional Speaker & Author

As Steven Wright Krummeck so eloquently points out throughout his well-written text, only when we choose to embrace the life-altering steps recommended, will we experience profound, personal transformation.

Not only does this work include detailed examples and case studies to help individuals understand the concepts, tools and techniques, but it is written in an easy-to-read format that allows the reader to quickly assimilate the information for application.

Along with the inspiring messages that make readers want to take action now, Krummeck shares his depth of knowledge behind the science of the mind. By understanding the brain to maximize mind power, individuals can achieve self mastery in every area of their lives.

I strongly recommend this book for both individuals just starting their quest and others well on their path to gain additional insight, awareness and understanding in order to achieve their wildest dreams.

Who is Colette Carlson:

Colette Carlson, has delivered inspirational programs within North America on balance, communication, sales, and negotiation and to audiences as far away as Cape Town, South Africa. Whether she's opening for Suze Orman in a sold-out crowd of 3500 women or sharing strategies in house at Fortune 100 companies to include Microsoft, Boeing, PepsiCo and Exxon Mobil, Colette brings her cutting-edge content and incredible sense of humour to every program to help others increase their power, influence and effectiveness,

After applying the strategies she now teaches, Colette found the courage to leave the safety net of a monthly pay check as a top-notch administrative assistant and step out into the realm of a bold, commission-only sales livelihood. Working for sales legend Tom Hopkins, she quickly ascended to become the #1 sales producer. Her high-flying success led to an opportunity to join sales guru Brian Tracy's international organization. Mastering these sales strategies led her to become the premier, national sales trainer for US West.

Today, Colette brings every lesson, module, technique and 20-years of real-life experience, including a Masters in Human Behaviour, to her role as founder of Colette Carlson Communications. Her column, "Tactfully Speaking" is featured in the National Institute of Business Management's monthly publication, and most recently, Colette appeared in the May, 2009 issue of *Success magazine*. In addition she has

been featured in Working Mother Magazine and motivational films', "Pass It On!" and "Riches: Seven Secrets to Wealth." She has co-authored a book entitled Conversations on Success with Mark Victor Hansen and Deepak Chopra and her own book is due out in 2010.

About the Author - Steve Krummeck

Steve is an author and **Leadership, Business, Career, and Life Coach** and focuses on interventions such as one-on-one / group coaching and customised transformation and personal mastery interventions. This includes, amongst others, **workshops on his book, The Game of Life & Success – Steps to Self Mastery & Happiness** (personal mastery/transformation for individuals, groups, and companies/organisations) and his **Happiness Now** workshop.

His coach certification was obtained through the University of Stellenbosch - Executive Development Ltd (In South Africa) and the I-Coach Academy (Based in London).

He has extensive experience in implementing and managing mentorship programmes. Steve also mentors individuals across all levels of business and organisations.

Steve worked in the corporate 'world' from 1987 to 2005 and amassed a wealth of knowledge, experience, skills, and continues on a path of self development and personal growth. Steve has worked across all levels in the corporate 'world', including (amongst others) business owners, chief executive officers, and executives in general. He is a highly effective communicator. He often spoke at conferences (locally and internationally) on the subject of fraud prevention, ethics, and total ethics management.

Steve's skills and experience are in the field of administration management, sales management, marketing management, human resource management, business management, training and development, communication programmes, public relations, investigations, auditing, total ethics management, project management, coaching, speaking at conferences, corporate values programme's, crime prevention programme's and crime prevention incentive schemes, re-engineering, and more. Steve is also a high effective public speaker, workshop facilitator, and trainer.

Steve's skills are backed by various qualifications which include a National Diploma in Public Relations, Business Management, Marketing Management, Project Management, and Human Resource Management. Steve is a certified Ethics Officer which certification was obtained through the Ethics Institute of South Africa.

Through coaching and his passion and dedication to make a positive difference to individuals, companies, and the various organisations where he has worked, Steve has built up a string of successes. His approach brought about empowered, highly productive, balanced individuals; This in turn resulted in effective, inspired, value-add teams; able to use their initiative and feel happy in their work environment.

Amongst a multitude of coaching processes and methodologies, Steve uses the following modalities, where appropriate, with his clients - Psychoneuroimmunology (PNI), Neural Linguistic Programming (NLP), Quantum Physics, Metaphysics, Positive Psychology, and Cognitive Behavioural Therapy (CBT).

Steve focuses on bringing about customised coaching/transformation interventions for his clients. The underlying approach in his coaching/transformation projects is one or a combination of the following, namely Humanistic, Ontological, Behaviouristic, and or Cognitive.

Steve is a highly motivated, energetic, positive, and inspirational individual who thrives on challenge and change, and delights in seeking new and interesting experiences. He feels a strong impulse to ignite individuals' and teams' inherent inner strengths and abilities. Where this is achieved, a new-found passion to reach previously unimagined success, happiness and fulfilment energises the individual and/or the teams'. It's through this belief and value system that, while in the corporate world for over twenty years, he consistently led teams that stood out above all others, producing unmatched results.

His life mission is to assist others to live balanced purposeful, effective and fulfilled lives. His mission includes assisting his clients to discover their innate power and authentic selves,

realise the essence of who they are, as well as how to master their thoughts, and thereby lead phenomenal lives. His mission is also to profoundly affect human beings' value systems so as to bring about a unified focus on the nurturing and protection of our life-giving planet, including all thriving and threatened species.

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