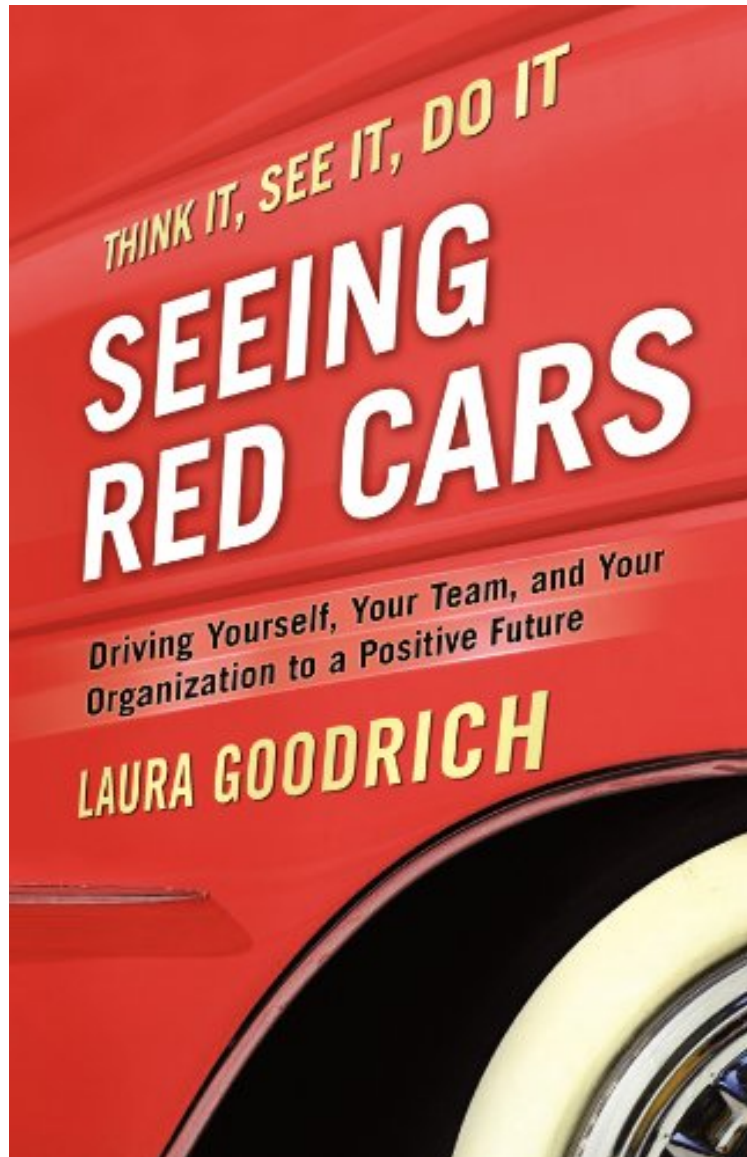


## Seeing Red Cars: Driving Yourself, Your Team, and Your Organization to a Positive Future

Laura Goodrich

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**Laura Goodrich : Seeing Red Cars: Driving Yourself, Your Team, and Your Organization to a Positive Future** before purchasing it in order to gage whether or not it would be worth my time, and all praised Seeing Red Cars: Driving Yourself, Your Team, and Your Organization to a Positive Future:

1 of 1 people found the following review helpful. You Can Do It With This Book!By Lynae A. SteinhageAs Laura Goodrich says, "You could be getting more of what you want." I know I want to get more of what I want, which I why

I love this book. I'm an organizational development consultant who works with teams and individuals across the country to improve their results. The principles of Laura's book help me do just that. And, I'm a human being who wants to get better results too. So, while I'll definitely share these concepts with my clients, I will put them to work for myself as well. I've worked with Laura professionally and have experienced her passion, action, and "take charge" attitude first hand. I can see so much of who Laura is as a person in this book: dynamic, accessible, authentic, and engaging. The book is thought-provoking and practical, with a toolkit to help you apply the principles right now to start getting more of what you want. You can do it with this book . . . you can get more of what you want.

Lynae Steinhagen  
CEO, BWR Consulting, Inc.  
1 of 1 people found the following review helpful. Seeing Red Cars...  
By Kathleen Mixon  
I have the opportunity to choose books for our company to hand out to employees so that we can read and have a starting point for conversations. I read some business book reviews and this book really stood out to me. I ordered the book and read it completely and will be very comfortable handing it out to all of our employees. The toolkit that you get to download really helped to bring it all together. I will use this book to continue my professional development as well.

3 of 4 people found the following review helpful. Driving Clear Goal Focus  
By Tony Deblauwe  
Focus on what you want, not what you don't. A simple message that is so often difficult to adopt in organizations. Seeing Red Cars is based on solid research and real life delivered programs. This book is a guide and provides a simple and effective way to change mindsets whether you are an individual or a leader driving a team in one clear direction.

Surely you've experienced something like this: you buy a red car, and suddenly red cars appear everywhere. Why? Because you're focusing on red cars—and you get more of whatever you focus on. But much of the time, consciously and unconsciously, we dwell on what we don't want, and that's what we get. Drawing on the latest scientific research, Laura Goodrich shows you how to stop fixating on negatives and rewire your brain to focus on positive outcomes. Unique and practical exercises—including a free online toolkit—and dozens of enlightening real-life stories help you identify what you truly want so that it drives everything you do. And Goodrich shows how Seeing Red Cars can build organizational cultures in which employees are playing to their passions and strengths, focusing on what they want, and achieving breakthrough results.

Provides the toolkit and the foundation for people to define their purpose and generate value with realistic and practical solutions.

—Tony DeBlauwe, Senior HR Partner for a global technology organization; founder, HR4Change; and author of *Tangling with Tyrants*

As the marketplaces' creative destruction grows ever more creative and destructive, it's essential to keep your wits about you and direct your personal and professional energies where they are most effective. Goodrich gives you the tools and guidance to do just that.

—Don Tapscott, coauthor of *Wikinomics* and *Macrowikinomics*; Chairman, nGenera Insight; and Adjunct Professor of Management, University of Toronto

Utilizing Goodrich's approach will set you on a road you may never have dreamed possible. Ready, go!

—Cali Ressler and Jody Thompson, coauthors of *Why Work Sucks* and *How to Fix It* and creators of the Results-Only Work Environment