



How to focus your life on the vital few rather than the trivial many

Simplicity

JEFF DAVIDSON AND
TONY ALESSANDRA, P.H.D.

We all face a lot of challenges in life — living and working in contemporary society can be confusing and stressful for anyone. If you're like most people, you're weary of plodding through yet more instructions on how to live your life. That's why this program is for you!

Now, professional speakers and authors, Jeff Davidson and Tony Alessandra have developed this program to give you a basic but effective set of guidelines for achieving greater simplicity in your life — naturally and easily. Rather than bog you down with rules and more to do, they present new perspectives and fresh approaches for you to reduce the amount of clutter, excess, confusion and stress in your personal and professional lives. You'll know it's working, because you'll feel the difference as you proceed!

You can lead a happy, balanced life!

It doesn't take a genius to know that if you hold any type of position of responsibility, are raising a family, serve as a volunteer, or care for others in any way, chances are you're spending a lot of time "juggling" to make it all work. Your quest for a simpler, yet more fulfilling life is a worthwhile pursuit, yet you're probably enduring a fast-paced and frenzied existence. All that competes for your time and attention. How do you simplify things so that you can enjoy what your career and life have to offer?

Jeff Davidson and Tony Alessandra can help you make your life less complex, and hence improve the quality of your life. As professional speakers and authors, they see more people leading increasingly hectic lives, while hoping to get through the day with their sanity intact. No wonder that so many are searching for an off-ramp to the rat race. They have taught thousands of stressed-out men and women how to put the brakes on without worrying about what others think or what's acceptable. With their help, you, too, can be well, happy, and balanced!

6 Audiocassettes

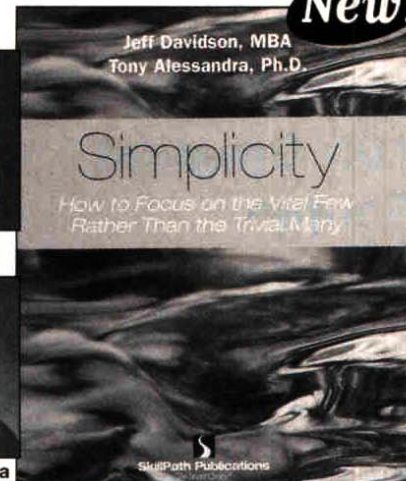
20240PAL \$59.95



Jeff Davidson



Tony Alessandra



YOU'LL LEARN...

- How to break self-defeating habits and destructive thoughts
- How to cut your daily tasks by half
- Tricks for banishing unnecessary complexity
- What to do about information overload
- How to de-program your manic tendencies
- How to say "no" and make it stick
- How to revitalize relationships

Jeff Davidson is a distinguished and prominent author who's been described as a "dynamo of business book writing." His works have been selected by 20 major book clubs and published in 14 different languages, including Chinese, Japanese, and Malay. He's also one of a handful of authors who, along with such notables as Dr. Peter Drucker, Dr. Tom Peters, and Dr. Karl Albrecht, has had two or more books cited among "The Best Thirty Books of the Year" as selected by Soundview Executive Book Summaries.

Tony Alessandra is a best-selling author, speaker, and businessman. While working his way through college, Tony earned a B.B.A., M.B.A., and Ph.D. in marketing. In 1976, Dr. Alessandra began spreading his message as a full-time professional speaker. Since then, he's won numerous awards, including the coveted Council of Peers Award for Excellence (CPAE) from the National Speaker's Association.