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Effortless Book Clubs Help Professionals Beat the Learning Curve

Atlanta, Georgia, December 30, 2001 — Subscribers benefit by rapidly acquiring essential information contained in top-selling current business books, and techniques for incorporating this knowledge into their everyday business practices. Caroline Mendez, Chief Executive Officer of Vizioning, Inc., announces the creation of the Effortless Book Clubs for Business Owners and Executives. The book clubs are a new service offering from Vizioning, Inc. which also provides corporate and individual success coaching using a proprietary process, called VizioningSM, designed by Ms. Mendez.

The Effortless Book Clubs are designed to give professionals new tools to manage the ever-increasing flow of information they must assimilate to stay competitive. Writing in Fast Company magazine, Laurie Coots, Chief marketing officer, TBWA/Chiat/Day, in an article entitled "New Year's Resolutions for Fast Learners", Fast Company Magazine:

"Resolve to start or join a business book club. Fast learners know that there is a time to skim and a time to interrogate. And they know that nothing makes you smarter than debating ideas with other smart people. Resolve to start or join a book club with your colleagues. Challenge each other to share the applications and ideas you uncover with your business or department. "

Ms. Mendez draws on her own experience as an executive, a business owner, and a success coach to distill the most valuable business intelligence from the selected books and present it through discussions and executive briefs delivered through teleconferencing and email. Subscribers are encouraged to contribute their own insights and experiences during the teleconferences, enhancing the value of their subscription by enabling them to draw on the experience of their peers. The Effortless Book Clubs are offered at an introductory rate of \$99.00 for each three-book series.

Selections for business owners in the first series are:

Good to Great: Why some companies make the Leap...and Others Don't, by Jim Collins, author of Built To Last

1001 ways to Reward Employees, by Bob Nelson and Ken Blanchard

GungHo! Turn on the people in any organization, by Ken Blenchar and Sheldon Bowles

Selections for executives in the first series are:

First, Break All the Rules: What the World's Greatest Managers Do Differently, by Marcus Buckingham and Curt Coffman

The 21 Irrefutable Laws of Leadership. Follow Them and People Will Follow You, by John C. Maxwell

Difficult Conversations: How to Discuss what Matters Most, by Douglas Stone, Bruce Patton, Sheila Heen, and Roger Fisher

“My clients are busy, successful people who recognize that continuous improvement is the key to maintaining their success,” says Ms. Mendez. “We decided to offer the book clubs as a way of helping people quickly sift through new theories and practices and implement the things that are most useful to their own core business and goals.”

Vizioning, Inc. is a professional success coaching organization providing individual and group coaching to business owners, sole practitioners, and entrepreneurs as well as corporate executives and leaders. Founded in 1996, Vizioning, Inc. helps business professionals realize their entrepreneurial vision, for their business and life. We offer confidential, personalized programs that focus on progress in four key areas: business development, life balance, professional skills and personal growth.

Caroline Mendez, Founder and Chief Executive Officer of Vizioning, Inc. is revered by entrepreneurs as a "vision catalyst" for their personal and business growth. An entrepreneur at the age of 8, Caroline took her vision of producing a one-woman play all the way to the neighborhood bank. Today, her company leads entrepreneurs and executives through the same VizioningSM process that has provided both the liberation and the discipline behind Mendez's own business success.

For more information about the Effortless Book Clubs and Vizioning, Inc., please visit www.vizioning.com or contact Caroline Mendez at 404-338-1191 or coach@vizioning.com.

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