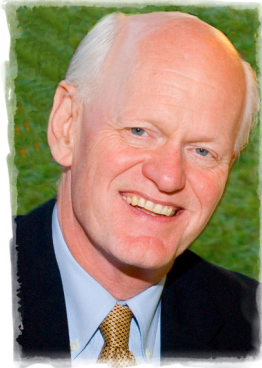


MOJO: A New Approach to Increasing Engagement at Work and at Home

Meet Our Guest



Dr. Marshall Goldsmith is recognized as one of the world's 50 most influential business thinkers by Forbes and The London Times. He has been an executive advisor to 120+ major CEOs and their management teams.

His newest book, MOJO, is a New York Times best-seller, Wall Street Journal #1 business book, and winner of the Harold Longman Award for business book of the year.

Your Hosts



**William
Arruda**



**Susan
Guarneri**

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ICF is dedicated to advancing the coaching profession by:

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- providing independent certification,
- building a network of credentialed coaches, and
- serving as an authoritative source on coaching information and research for the public.

Learn more about ICF <http://coachfederation.org/learnmore/>

Agenda / Topics

1. How do you define MOJO?
2. What is the MOJO survey and what did you learn?
3. What are the four building blocks of MOJO?
4. How is our identity shaped and how does that impact our MOJO?
5. How is your definition of achievement different from that of other authors?
6. Why are we often clueless about our own reputation?

7. Why is acceptance so easy to understand, and yet so hard to do?

8. Why is it so important for us to have MOJO?

Links

MojoTheBook.com at <http://www.MojoTheBook.com> - This website offers free computer applications that connect either to your Blackberry or iPhone. These applications will enable you to measure your experience of happiness and meaning in your life as you go through your day.

MarshallGoldsmithLibrary.com at <http://www.MarshallGoldsmithLibrary.com> - This website is filled with 300+ articles, interviews and videos at no charge to you. The website has been visited by readers from 195 countries!



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