

## **FOR IMMEDIATE RELEASE**

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### **‘HAVE THE ATTITUDE!’ FLIGHT INSTRUCTION FOR THE MIND SHOWS CORPORATIONS AND THEIR EMPLOYEES HOW TO HARNESS THEIR GREATEST POWER.**

Author’s latest book helps businesses and individuals gain competitive advantage through a result-oriented attitude.

DELRAY BEACH, Fla. (June 1, 2002) – In today’s less-than-robust economy, organizations with the best “human capital” are beating the competition when it comes to hiring, reaching their goals and producing more revenue. What do these organizations have that others don’t? *The Attitude*, according to renowned business author, corporate instructor and keynote speaker Carol Quinn

Not all attitudes are created equal. Some people achieve more than others, and it’s because of the way they think. Businesses that harness this power and encourage an environment focused on effective thinking while discouraging thinking stuck in limitation, can watch their profits soar. It starts with adopting result-oriented thinking habits -- “*The Attitude*” -- which acknowledges an individual’s control to affect outcomes and achieve desired results, according to Ms. Quinn’s latest book, *Have The Attitude! The Thinking That Makes Great Things Happen* (June 2002, \$13.99).

“I’ve been training managers for years to look for *The Attitude* in potential new hires, and people often ask me, ‘How do I know whether I have *The Attitude*?’” says Ms. Quinn.. “This book gives them the answer. More importantly, it will help them realize that if they don’t have *The Attitude* already, they can achieve it with a little insight and effort, making it a win-win for both the company and the individual.

“The difference between good and great is that the top achievers expand their thinking to find solutions,” Ms. Quinn says. “They are able to see more solutions, their vision is so much sharper, it’s as if they need to wear dark sunglasses while they look into the bright light of unlimited possibility and come up with a way to achieve more results.”

Ms. Quinn is the founder and president of Hire Authority ([www.hireauthority.com](http://www.hireauthority.com)), a management training company that helps organizations identify and hire high performers through an innovative technique called Motivation-Based Interviewing. Her methodology is spotlighted in Hire Authority’s corporate workshops and described in Ms. Quinn’s previous book, *Don’t Hire Anyone Without Me! A Revolutionary Approach to Interviewing and Hiring the Best* (Career Press, 2002, \$13.99).

With her latest book, Ms. Quinn takes this technique further, from *hiring* The Attitude to *having* The Attitude. Written in an easy style designed to be read in about two hours, *Have The Attitude!* inspires employees at all levels to challenge themselves to higher performance.

The truth is that all people get caught up in thoughts that are ineffective and limiting, Ms. Quinn says. *Have The Attitude!* provides readers with techniques that help them snap out of negative thinking that holds them back, and even suggests a tool they can use to un-think energy-sapping “I can’t’s” and replace it with action-stimulating “I can’s!” A snap on the wrist with a rubber band, even in a team brainstorming situation, keeps everyone focused on finding solutions...a necessity for making great things happen.

*Have The Attitude!* teaches people how to:

?? Learn whether they have an attitude that is most conducive to success.

?? Identify the thoughts that may be preventing them from reaching their full potential.

?? Change their results simply by changing their thinking.

*Have The Attitude!* appeals to a wide audience. As a business book, *Have The Attitude!* helps not only corporations and large organizations, but individuals as well.

Filled with examples of how great achievements have been accomplished, *Have The Attitude!* is a corporate necessity.

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#### **ABOUT CAROL QUINN**

Ms. Quinn is president and founder of Hire Authority, Inc. ([www.hireauthority.com](http://www.hireauthority.com)), a company based in Delray Beach, Fla., that specializes in training interviewers. Her cutting-edge methodology involving Motivation-Based Interviewing was derived from her experience in interviewing thousands of applicants in corporate America. Ms. Quinn appears regularly as a keynote speaker, has had many articles published in trade publications, and has been interviewed on television and radio.

*Carol Quinn is available for interviews with print and broadcast media on the subjects of hiring, employee retention, motivation, positive thought and workplace morale. For information about setting up an interview, call toll-free 1-866-638-0313.*