



Moving the Needle: Get Clear, Get Free, and Get Going in Your Career, Business, and Life!

By Joe Sweeney, Mike Yorkey

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A detailed system that will help you achieve your professional and personal goals

Moving the Needle provides both the "kick in the pants" and the game plan many of us need to break out of the rut and get moving to achieve our goals. CEOs, vice presidents, professionals, military personnel, and even college students frequently express frustration at the entrenched status quo, in which initiating progress feels like moving mountains. This book lights a path toward continual improvement, helping readers first find a direction, then make the key transitions that jumpstart forward progress. This highly practical guide outlines a change process that can be applied to professional or personal goals, giving readers a concrete plan for making big things happen. Rather than blindly shooting for the moon, readers will formulate a solid, systematic, actionable plan that can only result in progress.

In today's tenuous business climate, employers and employees alike can be glued to the ground, unsure of the path they should take, or whether they have the freedom to move forward. *Moving the Needle* helps readers clarify their current position, identify their optimum position, and formulate a workable strategy for getting from here to there.

- Find what "moving forward" means for your career and life
- Shake off the doldrums of routine and establish a culture of innovation
- Improve performance on a consistent basis, at every level
- Break the inertia and get moving in the right direction

Stagnation is diametrically opposed to progress. Moving forward requires a vision, a plan, and the impetus to get things done. Those who sense that big things can happen need to get clear, get free, and start *Moving the Needle*.

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Moving the Needle: Get Clear, Get Free, and Get Going in Your Career, Business, and Life! By Joe Sweeney, Mike Yorkey Bibliography

- Sales Rank: #237710 in Books
- Brand: imusti
- Published on: 2014-11-17
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .90" w x 6.30" l, .0 pounds
- Binding: Hardcover
- 256 pages

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Editorial Review

From the Inside Flap

"I'm stuck." Over the course of countless conversations with business clients, top-performing athletes, and students, the author of *Moving the Needle* found that people from all walks of life experience this feeling of being unable to move forward. This book was written as a guide to help in the process of getting unstuck. Readers from all walks of life—recent college grads, transitioning military vets, CEOs, first-time entrepreneurs—will appreciate the straight-to-the-point approach that makes this book a life and career "coach" worth getting to know.

This book's three-part mantra *get clear, get free, and get going* is also a three-part framework that readers will learn to incorporate into their daily lives. By enabling the clarity of purpose and direction, the freedom to make progress, and the motivation to act, *Moving the Needle* will help you achieve extraordinary results. Joe Sweeney has delivered keynote addresses at General Electric, Wells Fargo, Northwestern Mutual, the Navy SEALs, the Minnesota Wild NHL team, numerous universities, and other high-profile organizations. Despite the diversity of these audiences, the inspiring message of *Moving the Needle* has given thousands of lives and careers the jump-start they needed.

Many of us feel we are on shaky ground in today's economic climate. Making a big move can seem ill-advised, especially if it means branching out from a relatively secure position. But, as the author of *Moving the Needle* knows, each of us only has one life to live. It *is* possible to go after and achieve our business and personal goals, but it can be tough to do it alone. The probing questions and illuminating exercises at the end of each chapter of this book can provide the coaching you need to make a confident transition into the next phase of life, and create your winning game plan.

This book brings together decades of coaching insight from the author of the *New York Times* bestseller *Networking Is a Contact Sport*. The path outlined in *Moving the Needle* is not a shortcut, but rather an illuminating journey through which readers can discover what's holding them back—and learn how to overcome the obstacles with clarity, freedom, and the motivation to get going.

From the Back Cover

Praise for MOVING THE NEEDLE

"All teams can benefit from *Moving the Needle*, which is a simple and practical system for improving human performance."

—**Allan H. (Bud) Selig**, Commissioner of Baseball

"Much like my book *The Success Principles*, *Moving the Needle* is a transformational guide that will help you and your business move the ball forward."

—**Jack Canfield**, founding author of the *Chicken Soup for the Soul* series

"Joe's address to our World Leadership Conference in Buenos Aires and his 10-week follow-up training sessions to our young leaders helped move the needle for our emerging executive leadership team at GE."

—**Steve Liguori**, Executive Director of Global Innovations & New Models at General Electric

"Through my decades of experience in the military and in business, I have found that effectively serving others in leadership roles is not accomplished by doing big things; it is accomplished by developing the necessary habits that enable one to consistently do the right things on a daily basis. *Moving the Needle* provides the tools to steer you on the course to effectiveness and influence."

—**Dirk Debbink**, Retired Vice Admiral in the United States Navy and former Chief of the Navy Reserve

"*Moving the Needle's* concept of getting clear by getting quiet is the foundation of all spiritual exercises."

—**Timothy Cardinal Dolan**, American Cardinal of the Roman Catholic Church, Roman Catholic Archbishop of New York

"Joe Sweeney's drive and enthusiasm are inspirational and contagious. The tools and practices in this book have helped me to move the needle and improve my business everyday."

—**Ed Zore**, Former Chairman of the Board, Northwestern Mutual

"After Joe spoke to our sales team, we sold a record \$9 million of season tickets in one day. Joe's training was terrific. Did I mention we also signed Zack Parise and Ryan Suter, the top two NHL free agents in 2012, at the same time Joe spoke to our troops?"

—**Craig Leipold**, Owner of the Minnesota Wild NHL franchise

"At ManpowerGroup, we place millions of people each year. *Moving the Needle* is a must-read book for all job seekers to help them identify their strengths and passions."

—**Jeff Joerres**, Executive Chairman, ManpowerGroup

"Joe Sweeney effectively threads the needle in *Moving the Needle*! Sharp, common sense advice for business and for life."

—**Harvey Mackay**, *New York Times* number one bestselling author of *Swim With the Sharks Without Being Eaten Alive*

About the Author

JOE SWEENEY is the *New York Times* bestselling author of *Networking Is a Contact Sport*. Over the course of his 30-year career, Joe has built successful businesses by combining his love of business and his passion for sports.

MIKE YORKEY collaborated with Joe Sweeney on *Networking Is a Contact Sport*. In addition, he is the author or coauthor of more than 85 books with over 2 million total copies in print.

A portion of the proceeds of this book will be donated to the Navy SEAL Foundation and the transitional programs they support.

Users Review

From reader reviews:

Kori Pierson:

Why don't make it to become your habit? Right now, try to ready your time to do the important take action, like looking for your favorite book and reading a e-book. Beside you can solve your short lived problem; you can add your knowledge by the e-book entitled *Moving the Needle: Get Clear, Get Free, and Get Going in Your Career, Business, and Life!*. Try to make book *Moving the Needle: Get Clear, Get Free, and Get Going*

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Maria Swensen:

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