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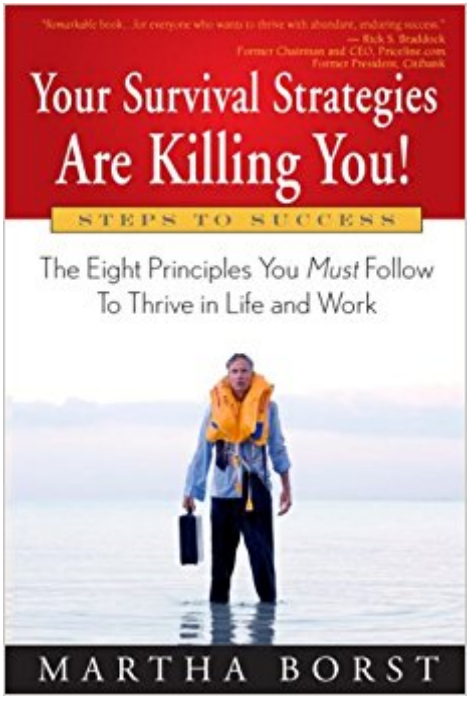
Your Survival Strategies Are Killing You: The Eight Principles You Must Follow To Thrive In Life And Work



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Synopsis

Throughout this intriguing tale you will be captivated by the four characters who, in a few life-changing days of denial, resistance, internal struggle, and awakening, learn how they are blocking their own success. This is not another "power of positive thinking" book, with lists of things to do, theories or rules you have to follow. In "Your Survival Strategies Are Killing You!" you will actually be drawn into the absorbing story in a way that moves you from observer to participant allowing you to experience your own transformation at the skillful hands of Martha Borst.

Book Information

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Customer Reviews

I could not put this book down. Something new was happening around every corner. I had no idea I would learn so much about myself. i saw myself in everyone of the characters. I want all of my friends to read it. --Pamela MillsExcellent book for team development. Everyone who reports to me has read it and we now use the eight principles as our operating guidelines. The assessment tools were very informative and helpful. --Dan Armstrong, Executive VP of a Silicon Valley software companyI am giving this book to every person in my company and to every new hire. It’s sets a new standard. --Mike Hirsh, CEO of a marketing and PR company

Martha Borst has enjoyed a highly successful twenty-eight-year career as a business owner, executive coach, corporate consultant, and facilitator working with close to 20,000 individuals. In her corporate workshops and personal development seminars, she has worked with CEOs and

fast-track executives, entrepreneurs, writers, students, stay-at-home parents, and people in career transition. Currently she is President of Avista Consulting Group, Inc., a management firm that provides a systematic, integrated approach to organization effectiveness and culture change through professional consulting, executive coaching, and and leadership/team development programs. Martha's extensive organizational development and facilitation background is grounded in personal experience. Despite daunting challenges and significant physical limitations of crippling rheumatoid arthritis, she has started up and sold four successful companies. This experience gives her first-hand knowledge of human dynamics, the organizational challenges that every senior executive and manager faces, and the ability of all people to overcome any obstacle or circumstance to achieve success. Working with Fortune 100 companies as well as startup organizations, she knows the requirements, differences, and demands of a variety of corporate cultures.

I don't usually read self-help books but I met Martha and was very impressed. I picked up the book more out of curiosity then anything else and was pleasantly pleased to find I enjoyed it.Martha tells the story of meeting a few clients in a retreat like atmosphere. As she gets to know each individual and goes through the weekend with them, you start to see a little of yourself in this person or that, or maybe your more like one individual then another. Either way, as the characters learn about themselves and Martha imparts her wisdom, you too can learn about yourself and gain some knowledge in how to make things better FOR YOURSELF. What makes reading this book special is that at no time do you take any of it personally because Martha is always talking about other people. Even the most sensitive to the most narcissistic of people should be able to read this from beginning to end.Read on people...

Martha:I received your book yesterday in the mail and immediately started reading it. I accidentally left it home when I went to work; however, the few pages I read captured my attention and thirst for more. When I did arrive home; I work the third shift 5:00 pm - 1:30 am; I could not wait to pick-up where I left off. I read until my eyes closed savoring each moment to memory.Please allow me to share that I had reached page 57, yet this morning I woke up with new found energy and insight into getting back on track with my life. I immediately started making changes and looking at my agreements. I realized that I had always been listening to my Sage; however, over the years I had started putting aside her words of wisdom because my environment (family/work) created such conflict. Fortunately, her integrity could not be wavered as she has tried to weave through the

chaos.Today, I realized that I wanted to leave and find another job but I was not committed to the search. So, I had to ask myself how working in these conditions reinforced my beliefs - truth that I was right about my recommendation upon how to improve productivity, employee morale, and overall working conditions. The question this morning - so what? Look at what was traded to be right - your health, time, enjoyment working in a career I love, and energy. Today, I honor my Sage and commit to making agreements that will further empower her to reach her highest possible being.Really there are no words to express how your book "Your Survival Strategies Are Killing You!" has changed my life after just a few pages. I realized that having the knowledge is wonderful and to always consider alternatives to honor my commitments. Again, thank you so very much.Peace and Blessings,Simona L. Brickers

I am one of those who has benefitted from personal time with Martha Borst, the author of this book. Now that you know that, let me share that having access to Martha's insight through this book at this time has been an incredible gift. I was able to make some very important and life-changing decisions after reading this book and re-learning these lessons. I have shared the book with others that know nothing of Martha's work and they are also gaining the insight and confidence they need to make positive and necessary changes in how they just live. Martha helped me to center myself, again. And with this book she will be there for me again and again and again....

Saw a mention of this author on someone's blog, and when I went to investigate, got interested by the reviews of her book. Bought it, took it on vacation, and read it in two days--and one of those days included sight-seeing! It's a must-read, not only for anyone in the business world, but anyone who is in any kind of relationship--friendship, marriage, family dynamics. I plan to read this again, more slowly this time, and work on each principle, one at a time.

GREAT book!Martha Borst is a smart woman!Worth reading

Excellent book for anyone looking to move themselves forward in life, respecting the past, living in the moment and taking their power back.

If you find your spinning your wheels or simply feeling taxed by managing life in this fast lane world, Survival Strategies is a worthy pause.

Martha is a remarkable coach, and this riveting, easy to read book is a breath of fresh air. Now that I've put the book down, I miss her!

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