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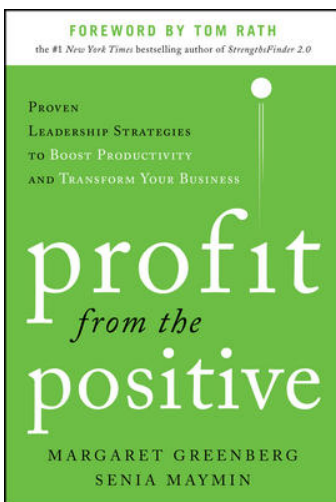
# PROFIT FROM THE POSITIVE

## Proven Leadership Strategies to Boost Productivity and Transform Your Business

Margaret Greenberg and Senia Maymin, Ph.D.

With a foreword by Tom Rath

The no-cost, no-permission guide for business leaders at any level to increase productivity, collaboration and profitability



*"Profit from the Positive is one of the most practical and accessible business books I have read in years.... It is rare that a business book compels you to action right away. When you finish reading Profit from the Positive, it will influence your behaviors the next day."*

**—Tom Rath, New York Times bestselling author of *StrengthsFinder 2.0* and *Strengths-Based Leadership***

*"Put it on your nightstand, bring it on the plane with you—however you do it—read this book. Profit from the Positive gives actionable steps for managers' biggest burning questions. As a 21<sup>st</sup>-century leader, you cannot do without it."*

**—Marshall Goldsmith, New York Times bestselling author of *MOJO* and *What Got You Here Won't Get You There***

***Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business* (McGraw-Hill Professional; August 2013; Hardcover and eBook formats: \$25) by Margaret Greenberg and Senia Maymin, Ph.D., is a no-cost, no-permission guide for boosting individual, team, and business performance. Whether you lead three employees or 3,000, this book shows you how to increase productivity, collaboration, and profitability using the simple, yet powerful tools from the new field of Positive Psychology.**

Featuring case studies of some of the most forward-thinking and successful companies today – Zappos, Google, and Amazon to name a few – *Profit from the Positive* provides over two-dozen evidence-based tools that “business schools will be teaching in ten years” (Shawn Achor, *New York Times* bestselling author of *The Happiness Advantage*).

Learn how to GET MORE DONE, WITHOUT HAVING TO WORK MORE HOURS by:

- “Outsourcing” yourself
- Setting habits instead of goals

Learn how to BEAT YOUR COMPETITION by:

- Hiring for what’s NOT on the resume
- Quitting

Learn how to BOOST YOUR TEAM’S PRODUCTIVITY UP TO 40% by:

- Recognizing the Achor! effect
- Previewing—not just reviewing—performance

The best part? These strategies don’t cost a dime to implement! You will not need to hire an expensive consulting company or go through internal red tape to secure permission to begin implementing these tools today. Trained by Dr. Martin Seligman, known as the father of Positive Psychology, Greenberg and Maymin translate the scientific research and finally make it accessible to the business world.

So, what is Positive Psychology? First, let’s be clear about what it is not: Positive Psychology is not positive thinking. Positive Psychology researchers have studied topics such as productivity, resilience, motivation, collaboration, and much more. In short, they seek answers to questions that every business leader wrestles with.

Readers of Tom Rath, Malcolm Gladwell, Chip and Dan Heath, Marshall Goldsmith, and Dan Pink will especially enjoy the book. *Profit from the Positive* has been endorsed by bestselling authors including Gretchen Rubin, Tony Hsieh, Adam Grant, and Chris Brogan. These no-cost, no-permission tools have been successfully implemented by business leaders, managers, entrepreneurs, executive coaches, and human resource professionals at companies ranging from Google to Aetna.

**Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business**

**Margaret Greenberg and Senia Maymin**

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**For more information, please visit [www.ProfitFromThePositive.com](http://www.ProfitFromThePositive.com).**

**For interviews, review copies, webinars, or more information, please contact:**

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## **ABOUT THE AUTHORS:**

**Margaret Greenberg** is a sought after executive coach by Fortune 500 companies. In 1997, after a fifteen year career in corporate HR, she founded The Greenberg Group, a consulting firm dedicated to coaching business leaders and their teams to achieve more than they ever thought possible. A pioneer in the field of positive psychology, Greenberg also designs and leads workshops, webinars, and conferences for business audiences and is an expert on creating strengths-based organizations. Greenberg's research has been featured in the popular *Gallup Management Journal* and she is a regular business contributor at [www.PositivePsychologyNews.com](http://www.PositivePsychologyNews.com). She has also been interviewed by national media outlets in the US (*Entrepreneur Magazine*) and Canada (*The Globe and Mail*). She holds a BA in Sociology from the University of Hartford, a Master of Applied Positive Psychology (MAPP) from the University of Pennsylvania, and is recognized by the International Coach Federation as a professional certified coach. Greenberg lives in Connecticut with her husband and two dogs. They have two grown daughters. For more information, visit Greenberg's website at [www.TheGreenbergGroup.org](http://www.TheGreenbergGroup.org).

**Senia Maymin, PhD**, has been featured in the media—including PBS's *This Emotional Life*, *Business Week*, *Public Radio International*, and *USA Today*—primarily for her work as a positive psychology executive coach. When entrepreneurs and executives seek far-reaching productivity improvements, they call on Maymin as an executive coach and workshop leader. Maymin founded and is editor in chief of a research news website featuring more than 1,000 articles by over 100 authors. Additionally, Maymin oversees a network of coaches that specialize in positive psychology methods. She has worked in finance on Wall Street and in technology as cofounder and president of two start-ups. Maymin holds a BA in Math and Economics from Harvard, a Master of Applied Positive Psychology from the University of Pennsylvania, and an MBA and PhD in Organizational Behavior from the Stanford Graduate School of Business. She speaks Russian, French, and Japanese. She lives with her family in California. You can visit the research news website at [www.PositivePsychologyNews.com](http://www.PositivePsychologyNews.com), the coaches network at [www.PositiveCoaches.net](http://www.PositiveCoaches.net), and Maymin's website at [www.senia.com](http://www.senia.com).

## **MORE INFORMATION:**

For more information on both authors and *Profit from the Positive*, please visit:

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## **Suggested Interview Questions for Margaret Greenberg and Senia Maymin**

### *Authors' Experience*

1. What motivated you to write *Profit from the Positive*?
2. What is Positive Psychology and what is its impact on business success?
3. Who should read this book? What main message do you hope readers take away after reading it?
4. How have the principles of the book influenced your own life and business experiences?
5. Which significant events or current news—if any—relate to the subject matter of your book?
6. What's in the pipeline for you next?

### *Tools in the Book*

7. You separate the book into two parts: One focused on the leader and the other on the team. Why do you do this?
8. You talk about boosting productivity by 40% without spending a dime. How can a business leader do that?
9. What are the key qualities leaders need to possess to lead and drive change effectively?
10. Can you talk about what it means to be a strength-based organization?
11. What is the most important piece of advice you'd offer to someone who is looking to take his or her career and organization to the next level?
12. What surprised you about how the executives and entrepreneurs you coach have implemented the tools in the book?