

Activating Your Ambition Press Release

Savvy executive coach shows how to be successful by changing behaviors in yourself and others.

After many failures and successes in his own personal development and in coaching hundreds of others, Mike Hawkins has finally discovered what has eluded the masses - a reliable approach to self-improvement. Whether working on your own development or helping others, *Activating Your Ambition* outlines eight principles that consistently lead people to sustainable behavior change. It is a must read for people seeking to improve their skills at work, enhance their relationships at home, stop self-limiting behavior or be a coach to someone else.

Since his youth and continuing throughout his career, Mike has engaged some of the toughest behavioral challenges a person can face. In his personal life, he has dealt with an addictive personality that caused him to overeat, overspend, smoke, drink, chew tobacco, and seek adrenaline rushing thrills. He had to learn to control his emotions, and practice his faith.

In his professional work, he dealt with overcoming a fear of public speaking, controlling others, having performance anxiety, not listening, and not being a team player. He overused his strengths and misunderstood his weaknesses.

Despite his many issues, he worked through them and became a very successful business executive and executive coach where he turned his attention to helping others. In his efforts to help others, he ran into many new issues that people deal with in their attempts to grow personally and professionally.

He then went on a journey spanning more than a decade to understand what causes people to behave the way they do and how people overcome their self-limiting behavior. Through his research and applied learning, he discovered what worked and what didn't.

Added to his preoccupation with behavior change, he took on the toughest assignments at work. He accepted the competitive accounts as a sales representative. He took on the under-performing business units as a manager. He coached some of the most "hard-headed" executives.

Through it all, Mike has become a seasoned consultant and savvy coach with a deep understanding of not just what it takes to be successful, but how to put it into practice. His principles truly get people comfortably out of their comfort zones where they can overcome their fears, change their routines, stop their addictions, and change their behaviors. Using his approach, individuals and organizations can reliably achieve higher levels of success and sustain them.

For more information on Mike or his company, see www.alpinelink.com.

Title: *Activating Your Ambition, A Guide to Coaching the Best Out of Yourself and Others* | Author: Mike Hawkins

Category: Self-Improvement / Business

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About the Author

MIKE HAWKINS is an executive coach and expert in helping people reach their goals. He is president of Alpine Link Corporation, where he is a respected practitioner, speaker and thought-leader on leadership, self-improvement and business improvement. He has a reputation for consistently leading organizations and individuals to higher levels of achievement.

Prior to founding Alpine Link Corp., he developed his practical perspectives on behavioral change through his own personal victories in self-improvement together with his unique combination of experience in engineering, sales and senior management. He has worked in many industries including management consulting, information technology, financial services, manufacturing, construction, energy, telecommunications, utilities, and non-profits.

Throughout Mike's career, he has excelled in overcoming challenging issues. He truly understands not just what to do and why to do it, but how to do it. In his executive coaching experience and in turning around under-performing businesses, he has uncovered recurring root cause issues that limit performance. As a result, Mike has refined several frameworks including Activating Your Ambition™, The SCOPE of Leadership™, and Peak Potential Selling™ to help organizations and individuals break through their limitations and achieve new levels of success.

Mike put himself through college earning a bachelor's degree in science and while working for IBM he attended a one year advanced management program at the Harvard Business School.