

**Book Endorsements for:
The Power of Story: Re-write Your Destiny in Business and in Life**

“Jim Loehr’s principles have helped unleash the creativity, capability and potential of top-performing people throughout P&G. This book can do the same for knowledge workers everywhere.”

A.G. Lafley
Chairman of the Board & CEO
Procter & Gamble

“Jim has brought to print many of the key insights that he has so successfully used to help athletes, business executives and other leaders confront and change their own personal stories. I know his coaching works because I have seen it change the lives of many of PepsiCo’s leaders.

Steve Reinemund
Former CEO
PepsiCo

“This book powerfully and inspiringly communicates that we are the creative force of our own life. We can write and act on the stories that give our life its greatest meaning and fulfillment. Jim Loehr has produced another brilliant and immensely practical book.”

Dr. Stephen R. Covey
Author
The 7 Habits of Highly Effective People &
The 8th Habit: From Effectiveness to Greatness

“This epic contribution from Jim Loehr is fully compatible with the prevailing science of human flourishing: More than actual events, people's interpretations of those events -- *their stories* -- determine their emotional states, and in turn their actions, health, and success in life. If you'd like to re-sculpt your life, the accessible synthesis of science and practice offered here can be a welcomed roadmap.”

Barbara L. Fredrickson, Ph.D.
Kenan Distinguished Professor
Department of Psychology
University of North Carolina at Chapel Hill

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The healthcare industry is focused only on cost and not on the whole story. Changing peoples' stories is the solution to our healthcare crisis. *The Power of Story* is a model of success for addressing our nation's healthcare crisis.

Steve Altmiller
President/CEO
San Juan Regional Medical Center

“Dr. Jim Loehr’s concept of Old Story/New Story is so transformational that I introduced it to my entire senior leadership team. Today our New Stories, supported by daily rituals, are enabling Panda Express restaurants to continue our rapid growth towards \$2Bn in revenue.”

Tom Davin
Chief Executive Officer
Panda Restaurant Group, Inc. and former Captain, US Marine Corps

“You might think you’ve heard it all before. I know I did, but not like this. Jim Loehr’s remarkable combination of experience, wisdom and authenticity provides a unique and powerful formula for getting fully engaged with your life. The information and tools in this book are among the most appreciated elements of our leadership development work, and have made a real difference in many people’s lives.”

Jon Anastasio
Vice President, Learning & Development
Nordstrom, Inc.

“Being fully engaged as a Navy SEAL demands skillful management of all four sources of energy—physical, emotional, mental, and spiritual. This passionate and convincing book can change one’s life through the process of facing your own personal truth, determining those aspects of your life you hold most important, and crafting an action plan to complete your life’s mission. The young men who successfully complete SEAL training have, in their own way, done just that! Jim’s wisdom can be anyone’s wisdom, and his energy and passion can be shared amongst us all.”

Rear Admiral Ray Smith
Former Commander of the Navy SEALs
US Navy (retired)

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“Jim’s principles, one of which is changing your story, are without a doubt the most powerful tools available for individuals and companies in order to thrive in today's fast changing global business climate. By applying the gems of wisdom within this text, you can literally transform your future. The true testimony is in the life of the author. I have witnessed Jim walk this talk for over a decade.”

Phebe Farrow Port
VP Global Management Strategies
The Estee Lauder Companies

"Jim Loehr's "The Power of Full Engagement" has had a powerful effect on my life and career over the last few years. *The Power of Story* provides new perspectives and a compelling recipe to recharge the spirit and plan for an exciting and fulfilling rest of your life"

Kerry Clark
CEO
Cardinal Health

“Jim Loehr’s latest book is ‘mission critical’ for anyone looking to expand their capacity in their personal or professional lives. *The Power of Story* offers wonderful insights into how we can all increase and manage our energy and, more importantly, focus it on the things most important to each of us.”

Peter K. Scaturro
Former CEO
U.S. Trust

“Jim Loehr’s practice-based work on story is consistent with a recent wave of academic research on self-narratives in psychology. The upshot: what we say to ourselves creates our reality and guides our actions. Jim’s work teaches us that through the stories we tell ourselves and others about what is possible and impossible, we limit ourselves or unleash unimagined potential.”

Susan J. Ashford
Associate Dean for Leadership Programming & the Executive MBA Program
University of Michigan

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“Just recently, we announced a plan to bring a condensed version of the program to all of our 2,300 employees. Jim’s new book, *The Power of Story*, brilliantly captures the essence of how and why the program works.”

Paul N. Leone
President
The Breakers

“Jim Loehr has done it again! *The Power of Story* is an amazing book that will powerfully impact your life by helping you change the stories you tell yourself and tell to others. The book is filled with profound insight and wisdom and yet is extremely pragmatic and useful. Many books say they can change your life; this is one of the few that actually can.”

Stephen M. R. Covey
Author
The Speed of Trust: The One Thing that Changes Everything

“*The Power of Story* provides great insight into the importance of understanding the stories that shape us and how to create new stories. After reading the book, I felt reconnected with my purpose in life and have even more clarity on my training mission. As always, it is a joy to read anything written by Jim Loehr. He is a great coach and inspiration to us all!”

Anne Whitaker
Vice President & Business Unit Head, Acute Care Specialty Division
GlaxoSmithKline