

## Your Ultimate Success Plan

*Tamara Jacobs*

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**Tamara Jacobs : Your Ultimate Success Plan** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Your Ultimate Success Plan:

0 of 0 people found the following review helpful. Five StarsBy CustomerGreat5 of 5 people found the following review helpful. Excellent Guide For Creating More Success in Your LifeBy John ChancellorIf you know you could achieve more in life, have greater success or make a real difference but for some reason you never quite seem to get there, then Your Ultimate Success Plan is an excellent guide to help you "stop holding yourself back and get recognized, rewarded and promoted. Tamara Jacobs, the author, has written a well thought out plan anyone can follow. Ms. Jacobs points out that "Over 70% of successful professionals surveyed thought they could have done

a much better job of making decisions about their lives." The central theme of this book is to show you how to make better decisions. Better decisions will lead to better results. There are three major sections to the book 1) The Reason to Believe 2) Reinvent Tension and 3) Edge the Ledge. Ms. Jacobs is the coach throughout the book. She gently coaches the reader to discover for themselves the truths she presents. The information she coaches on in the book are the lessons she has learned from firsthand experience. She is a coach, author, speaker and workshop leader. The lessons she teaches are not based on theory but on actual real world experience. Ms. Jacobs writes in a very conversational style and uses plenty of concrete examples, many of them based on her own work/life experiences. At the end of each chapter is a "Test Yourself" section. This is a series of questions designed to strengthen the material covered in each chapter. If you take the time to work through these questions, it will greatly add to the value of this book. The book is well researched and she quotes numerous authorities throughout the book. I am a huge fan of quotations, but I would have preferred that she share her own insights a little more and quote authorities a little less. Some of the more important lessons you will learn can be summarized by the chapter titles, Chapter 1 - Success is a Planned Event. Chapter 3, Cinderella Had a Fairy Godmother: You Don't. Chapter 8 - Be Assertive, Not Aggressive, Nobody Likes a Bitch. Chapter 11 - Right Ladder, Wrong Wall (Don't put your ladder against the wrong wall). And Chapter 12 - The Essence of I.C.E.D. (Impress, Connect, Engage and Declare). Ms. Jacobs is also a branding expert and author of Be The Brand, While the major purpose of this book is not to teach about branding, you will learn a lot about developing your personal brand from this book. If you are ready to achieve your goals, then this is an excellent guide to help you get there. I was provided a review copy of this book.

"There is no better communications and brand coach in the industry than Tamara Jacobs! Tamara elevated the communication skills of our entire department and enabled the team to establish a powerful and respected new brand image. The ultimate compliment was having other department heads asking 'How did you transform your team?' followed by similar training programs for the other departments." --Terry Davidson, director, health policy, Johnson Johnson "Like no other, Tamara has the ability to extract the critical components of leadership, authenticity and success versus the superficial activities often seen in corporate America. Tamara's professional experience with senior executives from Fortune 500 companies gives her a unique vantage point to know what these executives are looking for from their management team. I recommend Tamara's newest book, Your Ultimate Success Plan, with the highest regard for personal and professional growth. Readers will gain a distinct advantage in the competitive marketplace of leadership talent." --Kendall A. Qualls, vice president, marketing, U.S. region, respiratory and patient monitoring solutions, Medtronic Somewhere between self-help and self-promotion lies self-awareness and advancement. Your Ultimate Success Plan is a book that provides surprisingly easy-to-apply business strategies in an approachable, actionable, authentic way and encourages you to find your voice and realize your potential. The characters you will meet in each chapter of this book are quite relatable -- professional women and men plagued with the Cinderella complex, waiting patiently (and hopelessly) to be rescued; the insecure who subordinate their core identities to get others to like them; and the perennial complainers who merely want to vent, not solve. Do any of these characters sound familiar? If you are one yourself -- or if you have to deal with one or more of them, as most of us do -- you need this book. With principles based on awareness, forgiveness, strategic application, and follow-through, you can join the thousands of enlightened converts who have participated in Tamara's workshops and seminars for more than 25 years. Your Ultimate Success Plan will teach you how to: Build your brand, Com-YOU-nicate, your worth while enhancing your self-worth. Elevate the status of Your

"There is no better communications and brand coach in the industry than Tamara Jacobs! Tamara elevated the communication skills of our entire department and enabled the team to establish a powerful and respected new brand image. The ultimate compliment was having other department heads asking 'How did you transform your team?' followed by similar training programs for the other departments." --Terry Davidson, director, health policy, Johnson Johnson "Like no other, Tamara has the ability to extract the critical components of leadership, authenticity and success versus the superficial activities often seen in corporate America. Tamara's professional experience with senior executives from Fortune 500 companies gives her a unique vantage point to know what these executives are looking for from their management team. I recommend Tamara's newest book, Your Ultimate Success Plan, with the highest regard for personal and professional growth. Readers will gain a distinct advantage in the competitive marketplace of leadership talent." --Kendall A. Qualls, vice president, marketing, U.S. region, respiratory and patient monitoring solutions, Medtronic About the Author Tamara Jacobs, founder and CEO of Tamara Jacobs Communications, Inc., is an internationally renowned strategist, coach, and author of Be the Brand, with more than 3,000 keynotes, presentations, and workshops to her credit. She is a former equity actress, experienced television correspondent, and senior executive consultant with Johnson Johnson. A regular advisor to Fortune 500 C suite executives, she is a frequent guest on high-profile television and radio programs, a featured contributor to the Huffington Post, a former judge for the Miss America Pageant, and a member of the Women's Leadership Board, Kennedy School of Government, Harvard

University. Tamara lives with her husband and daughter in Princeton, New Jersey.