

Welcome to the Media Kit for Best-Selling Author Lisa Mininni!



When someone is stuck on the road to nowhere, how do they get clear on where they want to go?

Through her workshops, speaking engagements, and best-selling book, *Me, Myself, and Why? The Secrets to Navigating Change*, speaker, author, and President of Excellerate Associates, Lisa Mininni teaches others how to create a framework for their change. In tough economic times, it is easy to get stuck.

This is when it is more important than ever to pay close attention to what you want out of your business and your life. According to Lisa, "I believe the best thing you can do for someone is to show them the *why* and *how* to move ahead even in the most uncertain times. Then they have a framework that works at keeping them focused and happy, regardless of any circumstance or environment, forever."

Often times, people don't have a roadmap to follow. Through *Me, Myself, and Why*, Lisa shows you how to create a new roadmap, one that takes people where they want to go – to health, prosperity and professional success. Her clients learn how to respond to their circumstances in a powerful way by learning to focus on what is most important. The power of her coaching led her to be one of the featured speakers for many professional organizations including AAA, SHRM, and SPARK.

In her highly successful coaching and organizational development practice, Lisa is sought after by entrepreneurs and executives. She has been featured in national magazines such as *Good Housekeeping* and on national radio, including *The Montel Williams Radio Show* and syndicated shows and websites throughout the country, including:



Lisa Mininni, President of Excellerate Associates, Assists Others in Making More Income, with Less Effort, on Purpose.



The news is filled with doom and gloom these days, and it is easy to get caught in the cloud of ambiguity. According to Lisa Mininni, speaker, best-selling author, and President of Excellerate Associates, you don't have to struggle with creating a successful business. There are systems to create a fulfilling life!

Lisa Mininni teaches people a unique process in her book

to help live a focused and directed life. Her clients learn to create a framework that works from them and helps them sustain a life they truly want.

Her powerful teachings and dynamic presence led her to be featured in Good Housekeeping, Incentive Magazine, CNN.com, Montel Williams Radio, and many other syndicated radio shows throughout the country.

She took her natural talent for putting together seemingly disparate ideas into a proprietary process called, The Entrepreneurial Edge System™ for entrepreneurs. She helps others systematize and monetize their business helping them make more income, with less effort, on purpose.

Bio: Lisa Mininni is a speaker, owner of Excellerate Associates, and Best-Selling Author of *Me, Myself, and Why? The Secrets to Navigating Change* and an eBook: *Get Ready, Get Set, Go! 3 Steps to Jump Start Your Start Up*.

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Story Ideas

Change – is it a revolution or an evolution?

We get in the tide of change and it's like swimming upstream in mud. Lisa explains how some key steps can keep you focused and swimming in the stream of joy.

Shift Has Hit the Fan! Now How Do I Navigate It?

You don't have to struggle one more day. Break free from the struggle and into focus and clarity about what you want from life. Understand how to use your unique wiring to get what you want from life. Learn why it is important to know

The Entrepreneurial Edge System™

Lisa spent years in organizational development and developing systems. An entrepreneurial success of her own, Lisa shares how to systematize and monetize your business, with less effort and on purpose.

Creating Change

According to Lisa Mininni, "Change can happen in an instant. Transformation occurs over time." We live in a world of instant and often want our results to be instant. Yet the answers are often in our hard wiring which determines how we view change and make decisions.

When we understand our wiring, we understand our decisions. When we understand our vision for life, it makes our path effortless.

About Lisa Mininni



Byline: Lisa Mininni is best-selling author of *Me, Myself, and Why? The Secrets to Navigating Change*, President of Excellerate Associates, and radio show host of Blog Talk Radio's *Navigating Change*. Lisa is a prominent business expert and a successful business woman. Find out more about Lisa at www.excellerateassociates.com

Broadcast Bio: The news these days is filled with the doom and gloom of economic disaster. It would seem that many people are in their cloud of ambiguity confused about where to turn. With us today is business expert Lisa Mininni. Lisa is Best-Selling Author of *Me, Myself, and Why? The Secrets to Navigating Change* and President of Excellerate Associates a business coaching company. Lisa believes that people can change the results they seek

through by building a framework for their change. Find out more about *Me, Myself, and Why?* at www.MeMyselfandWhy.com Welcome, Lisa. What is the secret to navigating change?

Full Bio: Lisa Mininni is Best-Selling Author of *Me, Myself, and Why? The Secrets to Navigating Change*, President of Excellerate Associates, a business coaching company, and Radio Show Host of Blog Talk Radio's *Navigating Change Show*. She has recently released an eBook called *Get Ready, Get Set, Go! 3 Steps to Jump Start Your Start Up*.

As with many people, Mininni arrived where she is in life through several paths taken. Throughout her career, she seemed to be in places where she was navigating mergers, acquisitions and significant organizational change. She quickly climbed the corporate ladder, earned her Master's degree and worked with organizations experiencing rapid change. She adapts to environments with the tenacity, drive and practicality and has achieved amazing business and people-positive results within those companies.

It is no surprise that with the same drive and tenacity she exhibited in her work, her entrepreneurial spirit would take hold when presented the opportunity. She began to emerge an awareness about herself and a business leader and a business was borne. She would later earn her Master Certified Business Coach designation.

It's this practical nature that makes her an engaging keynote speaker. With her process improvement background, she created a proprietary system called The Entrepreneurial Edge System™ that shows entrepreneurs how to systematize and monetize their business with less effort and on purpose.

Born and raised in Michigan, Lisa currently lives in Canton, MI with her husband.

ABOUT ME, MYSELF, AND WHY? The Secrets to Navigating Change



Are these questions you keep asking yourself?

Why do I do things a certain way?

Why do things have to be so difficult?

Why am I more comfortable in one environment over another?

How can I become successful in an environment outside my comfort zone?

How do I get unstuck and build a new future?

Whether you are coping with a significant life event, business changes, job loss, a serious health condition, the death of someone close, or you are confronting that nagging urge to alter an aspect of your life, change takes know-how. The good news is that, with this book, you now have a new pathway to move ahead during changing times.

- Discover what motivates you and uncover how to make life easier.
- Learn techniques that develop and use your vision statement to guide you to your true life's work.
- Find out how to let go of what was and create what is.
- Deepen your awareness of messages you are given.
- Develop plans that help you make choices that are in line with a life you want to live.

Make the choice to change your life by Understanding What Motivates You, Finding Possibilities, and Creating New Paths in ***Me, Myself, and Why? The Secrets to Navigating Change***.

You can find out more about *Me, Myself, and Why* at (www.memyselfandwhy.com)

Review of *Me, Myself, and Why?*

Coaching books usually fall into two categories. I call these categories "Lists of Tips" and "Lots of Revelations." About half-way into Me, Myself and Why? The Secrets to Navigating Change, I realized coach Lisa Mininni has written a book that combines the best of both those worlds. In addition to sharing insights from her own experience and observations, she provides the tools needed to overcome the behaviors and attitudes that keep us stuck in places we really don't want to be.

Mininni's common-sense approach involves first getting to the heart of what drives us, then learning how to use those motivators to keep us from getting stalled when we need to move forward. Her "Self-Reflection" moments, sprinkled throughout the book, provide unique, thought-provoking questions to help the reader apply each chapter's lessons in a meaningful way.

In the most intriguing portion of the book, Mininni creates a series of characters to illustrate traits, beliefs and behaviors, rather than just describing them. You'll find yourself and people you know in "Audacious Adam," "Juggler Jane," "Analytical Ann," and others whose fictional lives prove quite revealing.

After each profile, Mininni lists a series of questions to help readers make the leap between the character and self-identification, then offers specific strategies for change.

Mininni draws on some of her own personal journey, as well the experiences of others to illustrate the book's concepts and keep this an interesting read. But take it slowly, because it's important to do the work of answering the questions and reflecting on how these concepts apply to your own life.

And that's where you'll find all those Revelations.

Joni Hubred-Golden
Michigan Women's Forum



SPEAKING ENGAGEMENTS AND WORKSHOPS

A dynamic and engaging speaker, Lisa Mininni offers keynote speaking engagements on a variety of topics. From her experiences in starting a business to working in corporate environments, Lisa inspires any audience toward doing work that is in alignment with your natural gifts and talents.

Corporations can also book Lisa privately for workshops, retreats, and speeches that are customized to the needs of the company. Implementing the principles from her book along with the practical advice Lisa experienced in her corporate work.

Available topics include:

- Shift Has Hit the Fan! Now How Do I Navigate It?
- Building a Foundation for Future Change
- What Do Motivators Have to do with Starting a Business?
- Motivating You
- Firing Fear
- Living PAARful
- Preventing Procrastination
- Resilience Realized

Media Coverage

See www.ExcellerateAssociates.com for media coverage page.

News and Story Ideas

Create a Blueprint for Change. With unprecedented change, people are swimming in uncertainty. Lisa Mininni can explain how to make the new road filled with excitement, anticipation for the future, and how to embrace change even in uncertainty.

Create a Framework Out of Economic Crisis: Staying positive is a challenge in the current economic reality. Lisa discusses how to create a framework through unemployment, foreclosure, and hungry children.

Become an Entrepreneurial Success: Having overcome numerous obstacles in business and health, Lisa shares how she used her framework to move through her own times of adversity.

Questions to Ask



Suggested questions for Lisa Mininni

1. You show people how to create successful businesses and use a blueprint process to have a successful life. What are some examples of this blueprint process, and how does it help people to create the life they desire?
2. What was your inspiration for *Me, Myself, and Why? The Secrets to Navigating Change?*
3. You are a very successful business woman. How did you get started in business?
4. You spent year putting together different business systems, improving processes, and wrote the eBook *Get Ready, Get Set, Go! 3 Steps to Jump Start Your Start Up*. Why did you write it and explain *The Entrepreneurial Edge System* in the book. What makes it unique?
5. Why do people have such a hard time making changes?
6. Is it possible for people to use the framework in *Me, Myself, and Why?* you talk about to pull themselves out of the current economic crisis?
7. You have overcome many obstacles in your own life. What was your secret to moving forward?

Quotes and Articles

Ready to use quotes from Lisa Mininni

"Change can happen in an instant. Transformation occurs over time."

"Comfortably uncomfortable is the place you are in when you seemingly take action but the action does not produce results you can see. It's that place where you have faith that there is a reason for you to be in the place at that moment."

"Faith gives you the courage, calmness and confidence to reveal the authentic you."

"We make choices every day about what will inspire us and what we will allow to get us down."

Articles

See articles on www.ExcellerateAssociates.com

Testimonials

See Testimonials Page on www.ExcellerateAssociates.com