

NEWS

For Immediate Release

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Discovering the State of *More*

New Book Reveals How You Can Have More Joy, Energy and Peace in Your Personal and Professional Life

Madison, Wis. (June 16, 2008) – Life has gotten far too busy. People are married to their Blackberries and PDAs and check e-mail and voicemail 24/7. While busy people are often successful people, they may secretly or openly long for balance but either do not know how or simply fail to achieve it. Finally, here's real help. In his new book *Appreciative Moments: Stories and Practices for Living and Working Appreciatively*, psychologist Edward A. Jacobson, Ph.D., shows readers how harnessing the power of each individual moment can lead to an enriched personal and professional life.

Utilizing the principles of Appreciative Inquiry (AI), an organizational development philosophy that engages individuals within an organizational system in its renewal, change and focused performance, *Appreciative Moments* helps busy professionals enter the state of more – more joy, more energy and more peace – in their professional and personal lives.

“When I was introduced to AI in 1997, I knew I’d found a way of working and living that had great meaning and promise for me,” says Jacobson. “In fact, at the end of training, I wrote a note to myself: ‘If I don’t do this work, I won’t be true to myself.’ That much I knew. What I didn’t know was that it would become my life’s work.”

Appreciative Inquiry is a way of approaching each situation and each person (including oneself) with an appreciative eye and ear, a sense of awe and possibility, and an open heart. By using the Appreciative Inquiry 4-stage process, Jacobson asserts that life can be filled with more of what people really do want.

The 4-stage process hinges on the four D’s:

1. **Discover** – The stage in which you identify the processes that work well
2. **Dream** -- The stage in which you envision what will work well in the future
3. **Design** – The stage in which you plan and prioritize the processes that will work well
4. **Destiny** – The stage in which all of the plans made are implemented

“So often, people are limited by not being able to see beyond their life as it is,” says Jacobson. “Yes, life is busy, but if we segment it into little moments – each of which is immensely important – we can wake ourselves up to the realization that we can have a rich and truly fulfilling professional and personal life. When we live in a series of appreciative moments, we *can* have it all.”

Appreciative Moments helps readers discover how to make use of all of life’s little moments by:

- Taking time to let the soul catch up
- Learning to listen deeply
- Harnessing the power of “refrigerator magnet thinking”
- Recognizing who you are when you are at your best
- Generating deeply fulfilling client relationships for life

Divided into 34 short, pithy chapters, *Appreciative Moments* can be read in small chunks or all at once. It is the food for thought that many professionals need to take their personal and professional lives in a new direction.

Appreciative Moments: Stories and Practices for Living and Working Appreciatively (ISBN 978-0-595-42911-0) paperback, (ISBN 978-0-595-71746-0) cloth, and (ISBN 978-0-595-87248-0) e-book is available by visiting www.EdwardJacobson.com.

Journalists may request a complimentary copy for review by contacting:

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About Edward A. Jacobson, Ph.D.

Edward A. Jacobson, Ph.D. is a psychologist, coach, consultant, trainer and writer. He holds a Ph.D. in clinical psychology from Indiana University and an MBA from Wharton School of Business. Jacobson's work has increasingly focused on the use of "Appreciative Inquiry" (AI) processes. He has introduced his application of AI to the financial planning industry, calling his adaptation "Appreciative Financial Planning" (AFP). Appreciative Financial Planning involves the use of appreciative questions, conversations and relationships – those that highlight and build upon the positive forces and strengths within and outside us – to inspire financial planning clients to create and achieve fulfilling and rewarding lives well-lived.

Marv Tuttle, executive director/CEO of the 28,500-member Financial Planning Association, reports that Dr. Jacobson is one of FPA's most popular speakers. Sheryl Garrett, CFP, founder of the Garrett Planning Network and author of Personal Workbook For Dummies®, calls him masterful in both teaching and presentation style. Richard S.

Kahler, MS, CFP, ChFC, CCIM, author of Conscious Money, says Ed's the real deal. Daniel H. Boyce, CFP®, Partner, Center for Financial Planning, Inc., says Ed delivers deeper insights, better understandings, and unique tools to help advisors both professional practice and personal life. He lives in Madison, Wis., with wife, Jody, and son, Aman. For more information, visit www.EdwardJacobson.com.

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