



A Better Future Can Be Created Using Your Natural Effectiveness

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Change Agents, Inc. Announces Release of New Product to Help People Use Their Natural Effectiveness™ in Personal Strategic Planning.

PR9.NET June 19, 2008 - Glendale, AZ – Just in time to pick up where failed New Year's Resolutions crumble, a new Personal Strategic Planning Workbook with an edge. On Course with Natural Effectiveness™ by change management and effectiveness expert Gayla Hodges brings to the often wearisome task of personal planning the excitement of working with your Natural Effectiveness™ to achieve greater success with less fatigue and stress.

The Natural Effectiveness™ philosophy, created by Hodges, is based on the belief that when each person approaches tasks and goals in ways that are most consistent with their natural traits greater success is achieved. Indeed, success is achieved with less stress and less fatigue. Hodges has developed from this philosophy, which underlies all of her coaching, training and change management strategies and methodologies, an approach to personal strategic planning that keeps the focus on goals and strategies which are consistent with both the individual's values and their way of approaching change and goal achievement most comfortably and naturally.

"What is different about this book," says Hodges, "is that it is longer on guidance than many other planning workbooks. The driving force is remaining focused on your preeminent values and over-arching purpose. It is probably most distinguished from other personal strategic planning workbooks by its recurring theme of aligning not only goals, but also strategies and activities with your Natural Effectiveness™ characteristics."

The workbook, which contains guidance on thinking through goals and strategic activity, also includes a number of very helpful worksheets to help users organize and prioritize. Another unique feature of the workbook is its inclusion of implementation strategies, techniques and actions to help people get back on course when they lose their focus, and progress tracking tools designed to provide encouragement and recognition of smaller successes along the way to big victories.

On Course with Natural Effectiveness™: Personal Strategic Planning Workbook is available for purchase and download for \$19.95 only from the Change Agents website at <http://www.changeagentsinc.com/html/workbook.html>. It is available only in e-book format and can be downloaded immediately.

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About Change Agents, Inc

About Gayla Hodges and Change Agents, Inc.

Gayla Hodges is the President and Principal Consultant of Change Agents, Inc., a company that specializes in energizing workforces to achieve strategic goals. She has extensive experience in instituting corporate transformational change. In addition, she coaches executives and managers in Natural Effectiveness™ leadership skills and team building. She is certified as a Professional Certified Coach (PCC) by the International Coach Federation. Change Agents, Inc. is certified by WBENC as a woman-owned business. For more information, visit www.changeagentsinc.com or call 623-362-3876. For interviews, please call 623-362-3876.

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