

Highpoint Publishes *Performance Breakthrough: The Four Secrets of Passionate Organizations, 2nd Edition*

New book enables organizational engagement and success.

(New York, June 1, 2015) The Gallup Organization has found that only 29 percent of employees are truly engaged in the work they do. That's like an engine running at less than one third of its power. Now imagine a company where eight out of ten people are truly engaged. What would this mean to productivity, morale, retention, and ability to recruit top talent? The proven path to that transformation is revealed in *Performance Breakthrough: The Four Secrets of Passionate Organizations, 2nd Edition* (Highpoint Executive Publishing; hardcover, \$24.99, 978-0-9861585-2-0; e-book, \$9.99, 978-0-9861585-0-6).

Revised and enhanced from the popular first edition by nationally recognized speaker and consultant, Mike Goldman, *Performance Breakthrough 2nd Edition* reveals the four secrets for creating a more passionate, productive, and profitable organization. "I've worked with dozens of companies over the last twenty-five years, and from large organizations such as Disney, Levi Strauss, and Polo Ralph Lauren to the local accounting firm, hotel, or plumber—the largest opportunity for improvement was helping *people* better realize their potential," says Goldman. "New strategies, processes, and systems are certainly important, but people will trump them every time."

Performance Breakthrough's message is communicated in the form of a fictional story to help make its concepts real and easily understood, augmented by new case studies, summaries, checklists, and other tools that will help an organization of any size create positive energy, find passion, and achieve its own Performance Breakthrough.

As Verne Harnish, CEO, Gazelles, and author of *Scaling Up (Rockefeller Habits 2.0)* states in the book's foreword, "*Performance Breakthrough* provides a framework to drive enthusiasm and engagement throughout your organization. This framework is based on simple, actionable, and inexpensive ideas, not high-level concepts. The story, case studies, and tools you're about to learn will both motivate you to inject more passion into your organization, and provide you with specific steps to make it happen."

About the Author

Mike Goldman is a nationally recognized speaker and consultant with over twenty-five years of success at coaching organizations of all sizes and missions, from the local entrepreneur to the Fortune 500. Throughout his career at Accenture and Deloitte Consulting, he has helped Verizon, Disney, Polo Ralph Lauren, Chanel, Kmart, Dillard's, Liz Claiborne, Levi Strauss, and

numerous other outstanding companies. In 2007, Mike founded Performance Breakthrough to help mid-sized companies break through the inevitable, predictable barriers to growth. In 2007, Mike founded Performance Breakthrough to help mid-sized companies achieve dramatic business growth. He does this by working with leadership teams to ensure they have the right people, strategies and execution habits for growth.

Endorsements for *Performance Breakthrough*

“Mike Goldman addresses the emerging issue in mid-market companies: How do CEOs secure maximum engagement from their teams? *Performance Breakthrough* shares the four key secrets to a level of engagement that results in competitive advantage. The narrative style, case studies, and workbook make it both a great book and application field guide for practical use!”—KEITH CUPP, President, Gazelles International Coaching Association

“I’ve read tons of business books and this is one of the best.” —DAVID SINGER, EVP and Managing Director, Singer Nelson Charlmers

“Mike Goldman exudes positive energy, both in person and in *Performance Breakthrough*. In direct, clear language, Mike conveys practical, accessible tips for effective management. I inhaled this book in one gulp.” —SUSIE SCHUBB, President, Caring Capital

“Whether you’re guiding your team or family, this quick read gives you the necessary Tools to become a successful leader I find myself referring to certain sections on a regular basis and have purchased copies for coworkers who’ve thanked me for sharing the Four Secrets. Do yourself a favor and read it today!” —LISSA LOVE, SVP, Dial America

About Highpoint Executive Publishing

Since 2008 Highpoint Executive Publishing has published business books by executives seeking to take their reputations and company visibility to the next level of success. Notable titles have included *Potential: Workplace Violence Prevention and Your Organizational Success* by Bill Whitmore, Chairman and CEO of AlliedBarton Security Services, *Flip the Pyramid: How Any Organization Can Create a Workforce That Is Engaged, Aligned, Empowered and on Fire*, by Ambrose CEO Greg Slamowitz, and *Frontline Profit Machine* by Ziad Khoury, which became a *Wall Street Journal* and *USA Today Business* bestseller. All Highpoint titles are published in both print and e-book editions.

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