

# NEWS RELEASE

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Rel. #05-02

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## **NEW BOOK ON SUCCESS FEATURES LOCAL SPEAKER/AUTHOR**

Cleveland, Ohio, April 22, 2005—Cleveland speaker and author Paul Meshanko is featured in a new book on success. Meshanko joins Jack Canfield, John Christensen and Joe Calloway in *Conversations on Success*, in which each author provides his opinion on what separates successful people and organizations from those who never fully reach their potential.

“I’m proud to have collaborated with Jack Canfield, co-founder of *Chicken Soup for the Soul*, John Christensen and Joe Calloway in this book, said Meshanko.” Though nobody has all the answers on the subject of success, each of us has a unique perspective on how successful people think and act, and how organizations can achieve greatness by changing just a few behaviors.”

A recent Harvard Business Review article concluded that seventy percent of all organizational change initiatives, such as downsizing, restructuring, mergers and acquisitions, changing company culture, and integrating new technology, fail to meet the originally defined business objectives. In *Conversations on Success*, Meshanko suggests that this dismal statistic “has to do with where the change process itself actually takes place. Organizations don’t change. It’s the people inside of organizations who change — or as is more often the case, don’t change.”

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## **NEW BOOK ON SUCCESS**

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After twelve years in sales and new product development for a Fortune 50 company, Meshanko opened the Ohio office of Edge Learning Institute, a world-renowned corporate leadership and training organization. He uses familiar situations, concrete research and a broad knowledge of many topics to deliver keynote presentations and workshops to manufacturing, government and service industry audiences. Meshanko has a BSBA from The Ohio State University and an MBA from Baldwin Wallace College.

In the book, Meshanko claims there are three patterns of thinking that successful people demonstrate: 1) a very high level of personal awareness, 2) an uncanny ability to stay focused on what they want to achieve and how they're going to get it, and 3) the ability to maintain a positive attitude — even when things don't go well. "I believe these are all skill sets and behavior patterns that can be learned by anyone," said Meshanko.

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Over its 30-year history, Edge has worked with clients such as Parker Hannifin, Progressive Insurance, The Cleveland Clinic Hospitals, Starbucks Coffee, Microsoft, U.S. Postal Service, Emerson Electric Company, Curtiss Wright Flow Control, Symantec Corporation and Kent State University.

For more information about Paul Meshanko's presentations and other services, please visit [www.PaulMeshanko.com](http://www.PaulMeshanko.com) or call 1-888-892-0300.

NOTE: A high resolution photo of Mr. Meshanko is available upon request.