



# **The Auto-Self: The Key to Creating Star Performers and Becoming a Star Yourself**

*Dr. Barry Borgerson*

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**Awarded "Second Place Winner" in Reader View's Annual Literary Awards 2011**

## **Become a Star**

Have you struggled over and over with an unwanted habit such as weight loss, procrastination, anger or self defeating behaviors that you have failed to change?

Understanding and recognizing that we operate in two fundamentally different modes: our familiar, intentional thinking mode and our elusive, unintentional automatic mode (the auto-self) will give you the power to finally change that unwanted behavior that all those self-help techniques failed to do.

## **Create Star Performers**

If you are a manager at any level, your success depends on making your team members "star performers." This book will show you how to align their automatic behaviors (such as failing to meet commitments or micromanaging) with the needs of the organization.

Reading this book will enable you to conquer the auto-self through recognizing it, understanding it, and finally improving it through the transformation techniques built upon throughout the book.

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