

ACTIVATING YOUR AMBITION

A GUIDE TO COACHING THE BEST OUT OF YOURSELF AND OTHERS

***Activating Your Ambition* wins Silver in 2010 Axiom Business Book Awards**

Dallas, TX - March 16, 2010 - *Activating Your Ambition: A Guide to Coaching the Best Out of Yourself and Others* (www.activatingyourambition.com), written by Mike Hawkins and published by Brown Books Publishing Group (www.brownbooks.com) has been recognized with a silver medal in the 2010 Axiom Business Book Awards as an exemplary business book on coaching and mentoring.

In his ground breaking book, Mike Hawkins reveals the flaw in traditional thinking about reaching higher levels of performance and success. He describes eight core principles that truly enable individuals and organizations to achieve their goals. Based on Mike's practical leadership experience in turning around underperforming businesses, his own personal victories in self-improvement, and now as a respected executive coach, he presents a straightforward approach to getting out of your comfort zone, cultivating a can-do mindset, and learning the how-to of self-directed development.

By reading *Activating Your Ambition*, you discover how easy it can be to build new skills, overcome bad habits, and achieve sustainable results. You learn how to conquer the primary obstacles to changing behavior. You gain confidence and clarity in reaching your goals. Whether you are coaching yourself, others, or simply looking for insight into what it takes to be successful in working with people, you will find this book an invaluable resource.

Mike Hawkins is president of Alpine Link Corporation (www.alpinelink.com), a boutique consulting firm, where he has become a respected speaker and thought-leader on leadership, self-improvement, and business improvement. Throughout his career he has accepted the toughest assignments and excelled in overcoming challenging issues. He uniquely understands not just what to do and why to do it, but how to do it. He has a reputation for consistently leading organizations and individuals to higher levels of achievement.

Axiom Business Book Awards (www.axiomawards.com) sponsored by Inc., Jenkins Group, and Independent Publisher, honors the world's best books of the year in twenty-one business book categories. This year's gold medal in coaching and mentoring went to *Skills for Nonprofit Managers and Leaders: Developing People to Achieve Your Mission* by Judith Wilson & Michelle Gislason. The silver medal went to *Activating Your Ambition: A Guide to Coaching the Best Out of Yourself and Others* by Mike Hawkins. The bronze medal went to *Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long* by David Rock.

