



*Tracy Stock presents*

# THE ONE CHOICE RULE:

## Transform Your Life and Work by Changing Your Mindset and Behavior

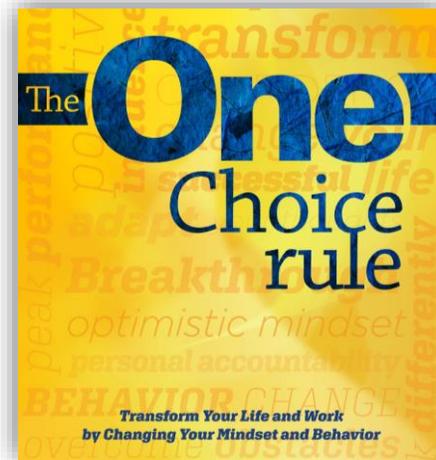
### THE SPEAKER

**Tracy Stock** is an engaging, powerful and poignant speaker who captivates and inspires audiences. She brings more than 20 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Shopko, Plexus and Subway, just to name a few. Tracy speaks to and influences the lives of many through her keynotes messages, interactive and learning-focused workshops, books, DVDs and numerous other products.

As a coveted Certified Speaking Professional® (CSP), Tracy holds the highest honor in the speaking profession, held by on 12 percent of speakers worldwide. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

### THE AUTHOR

As a best-selling author, Tracy loves to immerse readers with compelling content, powerful stories and vivid examples, as evidenced by her five captivating books—*The Perfect Pair of Jeans*, *Tame the Turbulence*, *Conscious Choices*, *HOLY COW!* and her brand new one—*The One Choice Rule*. In addition to writing books, Tracy frequently shares her insight



### THE MESSAGE

Are you facing a change you need to make or trying to persuade someone else to change a negative behavior? Behavior change isn't easy for anyone; yet, we are all confronted with it. This powerful message will reveal the secret of how to control emotional reactions to positively influence choices and behavior change for yourself and in others. Learn to cultivate greater accountability and enhanced communication, with fewer excuses. Develop keystone habits that fuel breakthrough performance and

higher levels of productivity and success. Apply The One Choice Rule: *One choice can change everything.*

### KEY TAKEAWAYS:

- Develop powerful habits that create a positive domino effect in your life.
- Alter your mindset to propel greater success and happiness, while fostering strength through setbacks.
- Discover the secret of how to control emotional reactions and collaborate in meaningful ways.
- Influence choices and positive behavior change in others to fuel breakthrough performance and achieve higher levels of productivity.
- Transform your life and work by taking purposeful action to change behaviors you want to make, as well as those you know you should make.