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***MANAGING THOUGHT: HOW DO YOUR THOUGHTS RULE YOUR WORLD?*
PROVIDES THE TOOLS TO DISCOVER WHAT YOU TRULY WANT AND HOW TO ACHIEVE IT
IN WORK AND IN LIFE – EVEN IN DIFFICULT TIMES**

September 3, 2008— Most people would not imagine that in one moment we can actually change the course of our personal and professional lives by understanding and changing the way we think – even in difficult times. Negative thoughts like self-doubt, worry and stress only paralyze us, undermine our intentions and sabotage our efforts. So what can we do? How do we survive? How do we thrive?

Managing Thought: How Do Your Thoughts Rule Your World?, a new book by **Mary J. Lore**, is a practical guide with tools to change your thoughts and behavior and effect any change you want to make in yourself, your circumstances, and your relationships, at work and in life. Lore is an internationally recognized executive mentor and the founder and CEO of **Managing Thought, LLC** which helps individuals and organizations to develop self-awareness and change how they think to attain long-lasting success.

“The keys to success in work and in life, even in difficult times, are the same – self-awareness, self-mastery and being on purpose,” says Lore. “Without these keys, or if we don’t know how to use these keys, we are plagued with self-doubt, worry and stress. By managing our thoughts we can achieve balance, happiness *and* success in every aspect of life.”

Lore brings a unique perspective, extensive experience, and profound insight to the breakthrough concepts in this book, and teaches you to put *Managing Thought* into practice:

- Discover what you truly want and how to achieve it.
- Identify and free yourself of thoughts that are not working for you and waste time, energy and money.
- Discover and release limiting perceptions and beliefs.
- Choose your intentions and shape your thoughts to create the results and life you intend.
- Be fully present and make the most of each moment every day.

Managing Thought serves as an indispensable guide to people in many different occupations and relationships who want to change the way they think and improve their lives and organizations. Corporate leaders, parents, educators, lawyers, students, medical professionals and clergy, as well as people facing challenges such as unemployment, low self-esteem, negativity and lack of balance, all benefit from the book’s resources.

Unlike most other business and personal development books, *Managing Thought* provides the tools and a step-by-step process to banish habitual, counterproductive thinking in order to change the course of one’s personal and professional life and achieve what is truly significant and of value to them. There are several written exercises in applying the principals of *Managing Thought* throughout the book and these exercises can also be downloaded for free from the website. Lore also offers additional, free online tools, including a self-assessment, via the Managing Thought website (www.managingthought.com).

For example, the first exercise in *Managing Thought* asks readers to imagine a life well lived and write down seven words to describe it. Of those seven words, the readers then choose one that is currently the most significant to them and then describe what they are like at work and home when they are living this word – what are they doing, how are they being and what good does it bring them. This exercise in self-awareness is a first step in understanding one's thoughts and identifying what's truly important.

One of the online tools Lore offers is the [How Do Your Thoughts Rule Your World?™ Self-Assessment](#), which is available on the Managing Thought website. This is a **free self-assessment** that measures how your thoughts rule your world. Lore encourages readers to take the assessment before and after they read the book to compare results and see their change. Readers can also store their self-assessments and revisit them to evaluate their progress.

And to support followers of *Managing Thought* on their journeys, Lore offers the [Forward Thinking™ Gentle Reminder E-Column](#), an email note with advice on how to manage your thoughts in everyday circumstances, deal with the challenges in practicing self-awareness, and being on purpose. Each column also has a blog for open discussion.

Putting Lore's concepts into practice through all of the tools she provides is what sets *Managing Thought* apart from "self help" books and has earned her [endorsements](#) from corporate leaders, executive coaches, educators, parents and students.

"This book takes the power of positive thinking to a completely new level and teaches us how to actually manage our thoughts to be creative, inspired and impactful in all that we do," says Gordon Krater, CPA, Group Managing Partner for Plante & Moran, PLLC, the nation's 12th largest public accounting and business advisory firm. "The concepts are practical and real and are equally beneficial at home or in the workplace."

Lore has spent thousands of hours in North America and Europe successfully assisting CEOs, managers, employees, teachers, parents and teens. It was her clients and workshop participants -- whose lives were all profoundly impacted by Lore -- who asked her to write a book so she could share her insights and techniques with a larger audience.

Additionally, since 2002, Lore has served as a chair and expert resource for TEC, also known as Vistage, the world's pre-eminent organization for the personal and professional development of CEOs.

Published by Ferne Press, *Managing Thought: How Do Your Thoughts Rule Your World?* is now available through online retailers including [Amazon](#), [Borders](#) and [Barnes & Noble](#) and through the [Managing Thought website](#).

For more information about Managing Thought, LLC or Mary J. Lore, please visit www.managingthought.com.

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