# **What great thought leaders have to say about *Triggers* and Marshall Goldsmith**

“If you want to change your behavior, become the best person you can be, overcome bad habits that get in your way, and have less regret in your life then read this book—and apply its advice immediately. Marshall Goldsmith’s *Triggers* is the most straightforward, clear, candid, no-fads, practical advice you’ll ever get on how to make change happen in your life. Marshall brings to this book the full force of his nearly four decades of coaching experience and shares profound insights, compelling stories, and powerful techniques that you can put to use now that will benefit your career, your relationships, and your peace-of-mind for years to come. His questioning routines are alone worth the price of the book. *Triggers* is Marshall Goldsmith’s finest work yet, and I highly recommend it.”

Jim Kouzes, coauthor of the multi-million seller, *The Leadership Challenge*, and the Dean’s Executive Fellow of Leadership, Leavey School of Business, Santa Clara University

“At the Thinkers50 we have long appreciated Marshall Goldsmith's blend of practical advice and timeless human insight. *Triggers* is his best book yet.”

Stuart Crainer and Des Dearlove, co-founders of *Thinkers50,* world leaders in the evaluation and dissemination of management thinking

“I’m a raving fan of Marshall Goldsmith—and you will be, too, when you read *Triggers*. Marshall promises that if he does his job as author and you do your job as reader/learner, you will move closer to becoming the person you want to be and also have fewer regrets. Not too bad! So read it!”

Ken Blanchard, one of the bestselling non-fiction authors in history, co-author of *The One Minute Manager* and *Refire! Don’t Retire*

“I have known and worked with Marshall for thirty years. Packed with awesomely real truths about how we are with ourselves and how to make life better, *Triggers* is the next step forward in his amazing career.”

David Allen, world leader in personal productivity and multi-million selling author of *Getting Things Done*

“In *Triggers*, Marshall Goldsmith distills wisdom gained from decades of helping people – clients and friends – struggle with truly changing their behavior. Though the book is written in an engaging, approachable way, it is nonetheless profound. Marshall is more than just a coach. He’s a provocateur, a humorist, and a challenger. If it’s feedback you need to hear to ‘trigger’ the change you need to make, Marshall would be my top choice.”

Rita Gunther McGrath, *Thinkers50 –* Most Influential Strategic Thinker in the World, author of *The End of Competitive Advantage*

“There are things about myself that I want to change of improve but I always flame out after a little while, blaming work, travel, family responsibilities, etc. Well now I have no excuse! In *Triggers,* Marshall not only distills the obstacles to change, he provides a simple (but not necessarily easy) process that allows us to overcome the main roadblocks to positive change: consistency and the environment. After reading this book, I am ready to try!”

Chris Cuomo – Emmy, Peabody and Edward R. Morrow award-winning news reporter and host of CNN’s *New Day*

“I have seen Marshall perform magic, helping an executive break through and realize her potential and now in *Triggers* he generously shares his secret sauce. A must read.”

Keith Ferrazzi - #1 *New York Times* bestselling author of *Whose Got Your Back* and *Never Eat Alone*

“My professional career has been devoted to helping organizations create strategy, implement strategy and achieve breakthrough innovation. *Triggers* can help *you* create a strategy for your life, implement your strategy and achieve breakthrough innovation.”

Vijay Govindarajan - Coxe Distinguished Professor Dartmouth Tuck School of Business, Marvin Bower Fellow at Harvard Business School and the *New York Times* bestselling author of *Reverse Innovation*

“There is a reason Marshall is the world’s #1 Executive Coach, it's because he understands people and how to get them performing at their best. This book is a breakthrough in how you and your people reach your peak levels of performance and then stay there. Just one strategy we implemented has the productivity of my executive team soaring. As the Chairman of the world’s largest business coaching company, I read a lot of books on business and personal success, very, very few deliver the way Marshall has here.”

Brad Sugars – President, Chairman & Founder of ActionCOACH

“*Triggers* is your must-read roadmap to become the person you deserve to be! It’s like having the world’s top executive coach as your personal mentor, with rich stories and breakthrough research that give you just the practical tools you need to take your career to the next level.”

Mark Thompson – *New York Times* bestselling author of *Admired, Success Built to Last* and *Now, Build a Great Business!*

“No one applies the principles of quality and continuous improvement to human interaction better than Marshall. *Triggers* represents a fantastic next step in his thinking!”

Subir Chowdhury – first recipient of the Philip Crosby Award from the American Society for Quality, author of thirteen books on quality

“A wise book with delightful stories on how to self-actualize.”

Philip Kotler, SC Johnson Distinguished Professor of Marketing, Northwestern University Kellogg School of Management, the world’s leading thinker in marketing

“Marshall Goldsmith is well known as one of the world’s top thinkers on leadership. Once you read *Triggers*, you’ll realize that he is also one of the world’s top observers of smart, driven people and their many behavioral quirks. I promise you, you’ll recognize your own tics in many of Marshall’s telling anecdotes—I sure saw many of my own--and if you pay attention to what Marshall says, you’ll see what you need to do to change that behavior for the better.”

Eric Schurenberg – President and Editor-in-Chief, INC magazine

“Marshall Goldsmith is the most disciplined thought leader I know. He personally practices what he preaches, with great results. *Triggers* is his latest gift to leaders who want to achieve positive behavioral change.”

Geoff Smart, Chairman of ghSmart, *New York Times* bestselling coauthor of *Who* and *Power Score*

*“Triggers* is both a powerful wake-up call to be the extraordinary person you were meant to be as well as a pragmatic blueprint for self-renewal, restoration and realization. Get ready for a roller coaster ride on the most important adventure of your life.”

Chip Bell – author of *Sprinkles* and *Managers as Mentors*

“Marshall and Mark have done it again!!! The have “done their best” to prepare insightful, useful, and practical tips to ensure sustainable behavioral change. Reading this book feels like having Marshall “knee to knee” coaching me. What a privilege to learn from his insights, savor his stories, and fully engage in positive personal change. Marshall is truly a gift to all of us who want to get better.

David Ulrich – Professor, University of Michigan, bestselling author and world’s #1 thinker in human resources