



## Improve Your Vowels, Improve Your Career: The A, E, I, O, U's of Finding Your Perfect Job

By Brad Raney

America Star Books. Paperback. Book Condition: New. Paperback. 124 pages. Dimensions: 8.3in. x 5.5in. x 0.5in. The VOWELS are an acrostic phrase that describes seven key components of personal improvement - A, E, I, O, U - Attitude, EnergyEffort, IntegrityIntensity, Outlook, Uniqueness. That's a big phrase but the simple fact is that the VOWELS are powerful and are changing lives every day. The VOWELS were developed by Brad Raney, and were born from necessity and near desperation. Brad has been in sales and sales management in the broadcast industry for over 25 years. He faced the toughest leadership challenge of his career in late 2008. Seeing the forecasts for his industry being at best -25 for 2009, the future was bleak. Brad had to find a way to keep his sales team focused on the process of their efforts, not the end result. He reflected on words that had been inspirational and important to him during tough times in his career. He began writing them down and noticed that all of them began with either A, E, I, O, or U - the VOWELS! This discovery led to a series of six sales meetings at the beginning of 2009 to teach...



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