

For Immediate Release

**Mary Ann Masur, Performance Expert/Synergy Consultants
Launches Leadership Tips: 52 Weeks to Business and Personal Success
September 11**



BALTIMORE, Maryland, August 14, 2006 – Mary Ann Masur, Performance Expert and Principal of Synergy Consultants, is releasing *Leadership Tips: 52 Weeks to Business and Personal Success* on September 11, 2006.

The events of September 11th remind us that life is short. We can choose to live it with courage, joy and fulfillment. This book is a guide to living it this way.

Mary Ann is a certified business coach with over twenty years experience optimizing team dynamics and organizational efficiencies. She has compiled her weekly leadership tips into a personal interactive journal for readers to create their own leadership tool based on their individual experiences. Her contribution draws on her unique understanding of the particular challenges of those who find themselves “overwhelmed at the helm™”. Her insights are translated into effective and practical advice useful to anyone seeking to lead a bold and successful life.

A Journal to Inspire Business and Personal Success

This weekly journal shares everyday experiences and observations that provide inspiration for readers to effectively live a courageous, fulfilled and dynamic life. The leadership tips are designed to spark thinking in the areas of leadership, communication, customer service, business growth, life balance and being proactive. Each tip has provocative questions so readers can create an interactive experience and customize the lesson to their own life.

Topics include:

- Understanding your impact as a leader
- Growing your business by doing what you love- 3 tips to practice
- Assessing what you do to stand out for your customers
- Developing a marketing tag line based on benefits, not features
- Creating balance in your overscheduled life

To learn more about taking a proactive approach to life and to purchase a copy of ***Leadership Tips: 52 Weeks to Business and Personal Success*** or have Mary Ann speak to your organization, visit Mary Ann’s website www.synergy-consultants.net.

