

**FOR IMMEDIATE RELEASE**  
**August 6, 2009**

***Total Career Success with Ken & Sheryl Dawson —***  
**VOICEAMERICA INTERNET RADIO**

***August 10, 2009 Show Features Dr. Aubrey Daniels, Bestselling Author***  
***On Management Practices that Waste Time and Money***

Houston, TX – Dr. Aubrey Daniels, organizational consultant will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, August 10. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Daniels latest book, “OOPS! 13 Management Practices that Waste Time and Money” provides tips on how to create lasting change. Focusing on individual behavior, Daniels reveals why common practices ultimately reward bad behavior, punish good behavior, and lead to devastating results. In challenging economic times, this is a timely topic.

Aubrey addresses a wide range of self-defeating practices including downsizing. While layoffs may offer a short-term fix, in the end they fix little. What they do is decrease morale and reduce productivity. It's better to ask all employees to participate in the process of making the organization efficient and effective. Daniels shares, “by using the insights of behavioral science to understand and improve the performance of individuals, we can transform our organizations, and put our economy back on the right track.”

Show co-host Sheryl Dawson shared, “From sports coaches to political leaders to corporate CEOs, leaders of all backgrounds can learn to manage behavior and performance more effectively.”

Co-host Ken Dawson added, “Often the most traditional management practices are the least effective. By challenging leaders to ask, ‘why are we doing this?’ they can re-evaluate the cost benefit equation and change accordingly to achieve a new level of performance.”

The show will air live at 11 a.m. - noon Central on August 10, 2009. To listen, please visit [www.voiceamerica.com](http://www.voiceamerica.com) and search for Total Career Success. The archived show will be available for replay or download at the Total Career Success website, or from iTunes <http://www.itunes.com/podcast?id=311541702>

**About Dr. Aubrey C. Daniels, Consultant & Bestselling Author**

Dr. Aubrey C. Daniels has devoted more than 30 years to working with organizations of all types and sizes to apply the science of human behavior in their workplace. Daniels is the author of four best-selling books widely recognized as international management classics: *Bringing out the Best in People*, *Performance Management*, *Other People's Habits*, and *Measure of a Leader* (with James E. Daniels).

A passionate thought leader and an internationally recognized expert on management, leadership, and workplace issues, Daniels has been featured in *USA Today*, *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Fortune*, CNN, and CNBC. Daniels is a member of the Board of Trustees of both Furman University and the Cambridge Center for Behavioral Studies. He is an Associate of Harvard University's John F. Kennedy School of Government, an adjunct faculty member of the College of Health Professions at the University

of Florida, and a visiting professor at Florida State University. His numerous awards include the Lifetime Achievement Award from the Organizational Behavior Management Network and the Outstanding Service Award from the International Association for Behavior Analysis, which also named him a 2005 Fellow. Daniels received his doctorate from the University of Florida, where he also earned his masters degree and was a member of Phi Beta Kappa. He received his undergraduate degree in psychology from Furman University. Daniels has been honored by both Furman University and the College of Health Professions at the University of Florida as Alumnus of the Year.

For more information, visit <http://www.aubreydanielsblog.com/>

### **About Total Career Success**

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Net Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3<sup>rd</sup> edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit <http://betterjobbetterlife.com> and <http://www.dawsonconsultinggroup.com>

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