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**FOR IMMEDIATE RELEASE**  
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**VOICEAMERICA INTERNET RADIO SHOW**  
***Total Career Success With Ken & Sheryl Dawson —***

***November 17, 2008 Show Features Dave Guerra, Author of Superperformance  
Offering Insights to Improving Your Performance and Satisfaction!***

Dave Guerra, author of *Superperformance* and CEO of the consulting firm Corpus Optima, will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, November 17. The show is designed to inform listeners and encourage them to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement.

The topic of the show will focus on how individuals can improve their performance as individual contributors and leaders in the workplace. Over several decades, Dave has consulted extensively in the areas of servant leadership, performance optimization, and the transformation of corporate culture. As the primary researcher and promulgator of Superperformance, he has discovered that its principles can be successfully applied to both organizations and individuals.

"I have known Dave Guerra for a number of years and admire his creative concepts," said Sheryl Dawson, one of the hosts for Total Career Success. "As a culture and process management consultant, Dave has developed a unique melding of both management and leadership principles to accelerate performance results."

Ken Dawson, show host added, "SuperPerformance is a whole new way of looking at the success equation. Dave talks about how work and inspiration can create a dynamic interaction that leads to increased bottom line results as well as leader, employee and customer satisfaction."

To listen to the broadcast, please visit [www.voiceamerica.com](http://www.voiceamerica.com) and click on the Total Career Success icon. The show will air live at 11 – 12 noon Central on November 17 and will then be available as an archive on the web site or to be downloaded to MP3 players and cell phones.

**About Dave Guerra**

Dave Guerra is the co-founder and CEO of Corpus Optima, a management and leadership consulting firm. He is the originator and leading exponent on the new theory and practice of Superperformance. Dave regularly addresses and consults with executives from some of the

world's leading companies, and conducts workshops and transformation campaigns based on this knowledge. As a prolific author, he has written the highly-acclaimed business book *Superperformance: New Profound Knowledge for Corporate Leaders*, as well as the upcoming *Moving the Needle: Conversations with a Superperforming CEO*. Dave is an executive coach, conference and keynote speaker on the local, national, and international stage. He has contributed to or been quoted by a variety of well-known publications including *Business Week*, *Forbes*, *Industrial Management Magazine*, *Journal of Performance Improvement*, and *Market Watch*. For more information, visit <http://www.corpusoptima.com> .

### **About Total Career Success**

Total Career Success, which is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, 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://www.tcsworldwide.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com> .

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