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For Immediate Release:

WHO HAS TIME FOR IT! AUTHENTICITY AND INTEGRITY – THE NEED FOR IT IN THE WORKPLACE!

Greensboro, North Carolina (January 15, 2004) - Too much to do and too much information! From dusk until dawn we are faced with a daunting amount of work and challenges. How are you going to get it all done; and how are you going to get it done showing integrity and authenticity? Have you had enough of leadership and self-help books that tell you they have all the answers? When in reality, the answers really lie within. Author **Debra J. Gawrych's** book ***The Seven Aspects of Sisterhood: Empowering Women Through Self-Discovery*** helps you find your authentic voice. *"The sisterhood is more than a community of women. It is also the relationship that a woman has with herself."*

In a world of too much information, Gawrych's message is simple--real leadership begins with finding your authentic voice, not someone else's, and listening to the people you are trying to lead. *The Seven Aspects of Sisterhood* begins with a personality assessment that helps the reader discover her own unique personality mix. *"The Seven Aspects of Sisterhood* is a perceptive look into how women (and men) relate to one another," says author Debra J. Gawrych. "It points them in the direction of understanding themselves first, in order to be more effective working with others—on the job, in a family or in an organization." It helps guide individuals to be viewed as having integrity and being authentic. When we walk with integrity, we have a much more profound influence than when our actions are not in alignment with what we say.

Authenticity and integrity are powerful words. Yet everyday we read articles in the newspaper that detail the excesses and abuses of corporations that fail because they believe the key to success lies in another direction. One of the ways to bring authenticity and integrity into the workplace and at home is through a simple, but radical, new program from Common Boundaries called ***Lead From The Inside Out***. The program uses the message delivered in *"The Seven Aspects of Sisterhood"* and takes it a step further. This breakthrough program lays the foundation that powerfully influential leadership begins with leading yourself. Four basic principles begin with greater self-awareness and lead to strengthening the community of people around you

Debra J. Gawrych, MBA is the CEO and founder of *Common Boundaries*, a company whose purpose is to promote effective leadership skills at both the individual and organizational levels. As an expert in change, Debra works with corporations to discover the underlying motivations of others and develop team communications style.

Debra has been interviewed on many radio and TV programs including CNN News 14, Charlotte; LUKA World, Cincinnati and Minneapolis; Monica Pierre's Motivation Program, New Orleans; and AM Northwest, Portland.

Explore what you can learn about dealing with change in the workplace and create authenticity and integrity throughout the organization. Contact Common Boundaries or visit their website: www.commonboundaries.com.

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