

**The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life**

by Bernard Roth

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Have you tried to accomplish a goal but something stopped you? Do you have legitimate reasons for why you get stuck or why you don't have the time? Do you make an effort, encounter a setback, and give up?

Bernard Roth, cofounder of the Stanford D-School, teaches students in his "Designer in Society" class to stop *thinking* about achieving their goals, and start *doing*. By using the mind-set of designers, the students learn to become more effective at solving problems, more focused on things that really matter, and more satisfied with their lives. They develop the confidence to finally do what they always wanted to do, and to rid themselves of any issues that stand in their way.

Now Roth shares his teachings with readers. In *The Achievement Habit*, you'll learn:

- How to overcome the habit of making excuses, and stop using reasons as excuses
- How to change your self-image into one of a doer and achiever
- How to reframe problems, and find more options when facing a dilemma
- How to recover from setbacks by reinforcing the actions you take rather than the accomplishments you make
- How to ignore distractions that get in your way
- Why attention and intention are so important

Whether you're a new grad just starting out on your road to success, or someone who's stuck along the way, the guidance Roth offers in *The Achievement Habit* will help you create the habits you need to reach your goals.