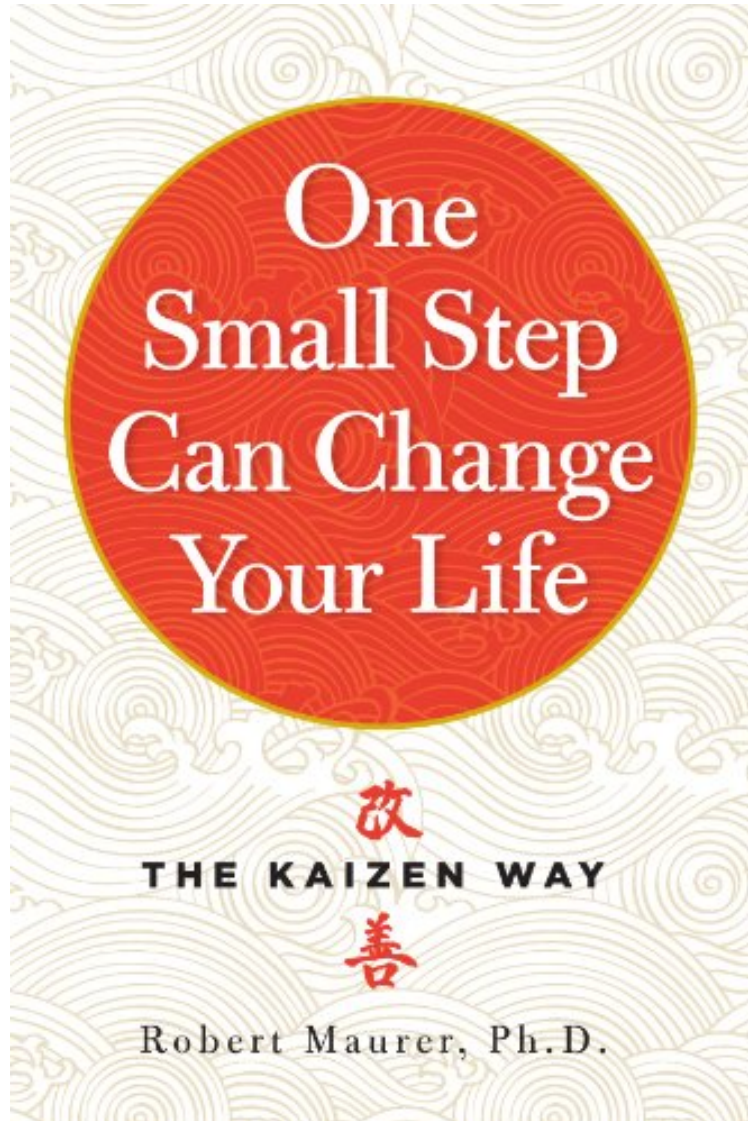


# One Small Step Can Change Your Life: The Kaizen Way

*Robert Maurer*

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**Robert Maurer : One Small Step Can Change Your Life: The Kaizen Way** before purchasing it in order to gage whether or not it would be worth my time, and all praised One Small Step Can Change Your Life: The Kaizen Way:

27 of 27 people found the following review helpful. Like many of my friendsBy Cecilia PLike many of my friends, family, and colleagues, I'm often frustrated by my own inability to make changes I honestly want to initiate and see through. In the past few years, I've confronted retirement, moving to a new town, altering my daily life to assist a daughter in the care of her newborn twins--all while also trying to focus on starting an online business and creating new social ties. The term "overwhelming" doesn't seem like a strong enough designation sometimes. I can so easily

fall into a kind of stupor, spending ridiculous amounts of time binge-watching t.v. shows, texting far-flung friends, shopping online for things I neither need nor, truthfully, want. Maurer's approach--breaking daunting tasks into such tiny steps you feel no resistance--works to unclog the drain, so to speak. One small movement leads to one more, which leads to one more, etc.--finally leading you to your goal. He refers to this as "kaizin", a Japanese approach--whether it is a "true" description of kaizin I neither know nor care. I sometimes just need help getting out of my own way, and this book has been a help in doing that. So far, I've small-stepped my way into a planned and happy retirement and have made a successful move to my new neighborhood, as well as beginning to establish new friendships and contacts. Next up is the online business, which, while still intimidating, no longer seems "too hard." It's not magic, it's common sense and persistence. I recommend this book to anyone who feels stuck and unsure about what to do next--I think it can help you. 1 of 1 people found the following review helpful. Five Stars By EDDIE VALDES Loved it! Keep things simple with baby steps and you will be surprised what you can accomplish! 6 of 6 people found the following review helpful. Simple, straightforward, and immediately usable By Customer Want to change? Exercise more? Diet? Re-focus your outlook? Alter your life? Want to make it stick? This short, easy-to-read, easy-to-digest book tells you how to do it. It combines stories and scientific data to simply explain why we struggle to change. We come to understand the neurological programming we all have that interferes with change, then we get to find out how to subvert it - in a way that is almost silly in how effortless it is. This technique has a Japanese name - "kaizen" - and, the Japanese were simply the first ones to give a name to, and focus on, something that smart people have used for centuries around the world. Now we can all replicate what we know instinctively makes sense. I will be using these techniques for the rest of my life, for sure. I will also be recommending this book to many of my clients who are looking to shift their direction and their lives. Cynthia Burnham, Executive Coach [...]

The essential guide to kaizen--the art of making great and lasting change through small, steady steps--is now repackaged as an impulse paperback with a dazzling new cover that speaks to its proper positioning as a self-help/inspiration title that's applicable to business as well. Written by Dr. Robert Maurer, a psychologist on the staff of both the University of Washington School of Medicine and Santa Monica UCLA Medical Center, and an expert on kaizen who speaks and consults nationally, *One Small Step Can Change Your Life* is the gentle but potent way to effect change. It is for anyone who wants to lose weight. Or quit smoking. Or write a novel, start an exercise program, get out of debt, or conquer shyness and meet new people. Beginning by outlining the all-important role that fear plays in every type of change--and kaizen's ability to neutralize it by circumventing the brain's built-in resistance to new behavior--Dr. Maurer then explains the 7 Small Steps: how to Think Small Thoughts, Take Small Actions, Solve Small Problems, and more. He shows how to perform mind sculpture--visualizing virtual change so that real change comes more naturally. Why small rewards lead to big returns by internalizing motivation. How great discoveries are made by paying attention to the little details most of us overlook. Rooted in the two-thousand-year-old wisdom of the Tao Te Ching--"The journey of a thousand miles begins with a single step"--here is the way to change your life without fear, without failure, and to begin a new, easy regimen of continuous improvement.

"This is a wonderful, very readable book that describes a peaceful and simple way of handling all the difficulties in our lives. You will breathe a sigh of relief as you read it."--Susan Jeffers, Ph.D., author of *Feel the Fear and Do It Anyway* (Susan Jeffers, Ph.D.) From the Inside Flap: Unleash the potent force of kaizen, the Japanese technique of achieving great and lasting success through small, steady steps. Whether the goal is as specific as getting more sleep or as broad as meeting the love of your life, kaizen works because it melts away resistance--in particular, the "fight-or-flight" brain chemistry behind people's underlying fear of change. An expert on the art of success, Dr. Robert Maurer has helped countless people and businesses use kaizen to reach their objectives and maintain excellence. Distilling its secrets, Dr. Maurer shows not only how and why kaizen works, but how to make it work for you--how to position yourself for change and make your life more effective, whether at home or in the office; how to address personal changes and career changes; how to realize ambitions by sidestepping any impediments. As one client succinctly put it, "the steps [are] so small I couldn't fail." And as far as being too busy to solve a problem, learn a new skill, overcome a fear, or curb a bad habit, forget it--who doesn't have the 30 seconds it takes to get started? The road to a life of continuous improvement begins with a single step. About the Author: Robert Maurer, Ph.D. is a clinical psychologist on the faculty of the UCLA and the University of Washington Schools of Medicine. He is the founder of the Science of Excellence, a consulting firm, and travels extensively presenting seminars and consulting on kaizen to diverse organizations, including corporations, hospital staffs, universities--even the U.S. Navy. Dr. Maurer lives in Spokane, Washington.