

JUMPSTART

Hard habit to break? This book can help

The author of a book on overcoming the "addiction" of bad habits will speak tonight at Barnes and Noble.

By ELIZABETH FISHER
COURIER TIMES

What am I afraid of if I give up smoking, overeating, micro-managing in the office, anger or defensiveness?

This question might just be central to why people continue bad habits that they'd really like to unload. It's a question that Noah Blumenthal answers in his new book, "You're Addicted to You." What Blumenthal means is that as unwelcome as deeply ingrained bad habits are, exploring ways to get rid of them might be intimidating to the average person.

Blumenthal is currently traveling around the country to promote his book and a new way of life through exercises that could keep the emotional baggage at bay — permanently. The author is the founder and president of Leading Principles, Inc., an executive coaching and consulting company that helps people change perspective and overcome destructive habits.

Blumenthal will be at Barnes and Noble in Falls at 7 tonight to promote his book and talk about why it's hard to change and what you can do about it.

Blumenthal's corporate seminars help professional people deal with habits and attitudes that have a negative impact on their careers or



Noah Blumenthal is the author of "You're Addicted to You."

their professional relationships. He soon realized, however, that those same habits can wreak havoc on personal relationships.

Plus, habits that primed an individual for success — technical knowledge or self-motivation — instead can hurt when it comes to being a supervisor. For instance, maybe a new boss doesn't know how to delegate and micro-manages, to the distress of those who work for him.

Blumenthal's "exercises" work in the professional world but can as easily be applied to personal life, he said.

"You're Addicted to You" — soft-cover, \$15.95 — out-

lines the reasons why it's so hard to make changes and offers a series of exercises that can help people cross the divide from constant failure to success.

"One of the biggest misdeeds is the popular theme that in 21 days you can magically pass a threshold. It can take longer, depending on the behavior. The good news is that it doesn't necessarily take a lot of work. What it takes is consistent steps along the way," the author said.

Blumenthal studied psychology as an undergraduate student at Brandeis University and organizational psychology as a graduate student at Columbia University. He's conducted sessions at companies such as Bank of America, Pfizer, Johnson & Johnson, Accenture and MetLife. He's also spoken at several universities and he's hoping that, in the future, his book will be used as part of the psychology curriculum at colleges and universities.

"The breadth of my work has included corporate-office leadership and sales skills. Just as often, people in the workshops have told me that they weren't focused on leadership as much as their own anger or defensiveness, or dieting or stress. It's not that they don't want to make the change. They've never learned how to," Blumenthal said.

Elizabeth Fisher can be reached at 215-949-4173 or lfisher@phillyBurbs.com