

New Publishing Company Aimed at Helping Grow Leaders Launches in the Twin Cities

Good Leadership Press' First Title is About Aspirational Thinking

By Rachel M. Anderson, Contributing Writer

(Edina, MN) – What are your hopes and dreams for the future? Paul Batz of Edina, Minn., wants to explore as much of Europe as he can, to attend every major sporting event in the world at least once, and to write an internationally best-selling book to leave a legacy for his family.

He believes aspirational thinking is the key to achieving these goals. “Aspirational thinking is about believing in what’s possible, and intentional planning to keep those hopes alive,” says Batz. “This applies both to our leadership and life in general.”

Aspirational thinking is the foundation of Batz’s business, which he started in 2010. Good Leadership Enterprises works with CEOs, business owners and technical leaders in human resources (HR), information technologies (IT) and marketing to help them keep alive ideas about what is possible, and empower them to get teams working together.

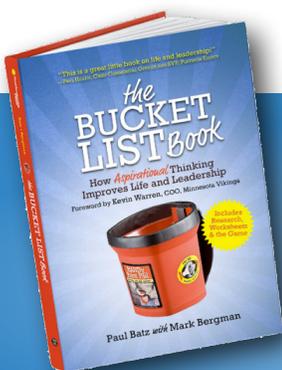
This positive way of thinking is also the inspiration behind *The Bucket List Book*, the debut title for Batz’s new publishing company, Good Leadership Press. The unique label will publish two or three books a year that are 100 pages long or less, and have real world research and examples of how people can excel in a particular subject related to growth in business.

The idea for *The Bucket List Book* came out of Batz’s relationship with inventor and aspirational thinker Mark Bergman, whose HANDy Paint Pail has revolutionized the painting industry. “When we help people think about their aspirations we have a framework, and the Bucket List is a real easy one. We ask people to write down a list of things they’d like to accomplish in the next seven years and then to think about the people who can help get those things done,” says Batz.

“This book was just waiting to be written,” commented Bergman. “I’ve always believed that people can create the life they imagine. Paul’s story is living proof that The Bucket List framework is an effective way to create positive momentum toward your dreams.”

When Batz decided to base the first Good Leadership Press book on the Bucket List concept, he couldn’t find any pre-existing research on the subject. So, he hired Jeri Meola, CEO of SMS Research, a division of Padilla, headquartered in Minneapolis, Minn., to conduct a survey.

Four hundred people living in the United States were randomly selected using an online national panel. Among the questions they were asked, their attitudes towards their Bucket List, the number one item on their list, how often they modify their list and whether they have their list written down.



the BUCKET LIST Book

Paul Batz
with
Mark Bergman

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The survey found that men and women are equally-likely to have a Bucket List. The most important reasons for having a Bucket List are keeping focused on personal goals, preventing one from being “stuck” at any time in life, and helping individuals to have a better life. And the majority of people with a Bucket List—93-percent—see a Bucket List as something that can help them get the most out of living their life.

Batz says perhaps the most surprising thing to come out of the survey, however, was the discovery that most people prefer to keep their Bucket List private. “This despite the fact that people who share their list with others are significantly more like to receive help in accomplishing the most important items on their Bucket List,” says Batz.

In addition to sharing the research learned, the book also includes personal stories and advice on how to make things on a Bucket List happen. And it includes a suggested Bucket List Game readers can try in a team building setting, at a dinner party, or even sitting around the dinner table with their kids.

“We think of *The Bucket List Book* as valuable to people because we often run across individuals who are kind of stuck in their lives. They haven’t thought much about what they would like next in their lives, and when leaders get stuck it’s hard to follow them. Part of the magic of this book is we’ve got research and real stories about people who have shared what’s on their Bucket List and had their life really change for the better in front of their eyes,” says Batz.

The early reviews for the book have been very favorable. Jennifer Myster, president of Allina Health–Buffalo said, “What an outstanding read! This book showed me that a Bucket List is more than a tool to describe my wild and crazy adventure dreams. It’s a place to sketch out my leadership aspirations, life goals, AND adventures . . . and will serve as the motivation I need to achieve them. Chapter 7 on aspirational leadership and a Bucket List is a must read for all leaders seeking to bring out the best in others.”

“Paul has done it again—taken a very simple concept and made it come alive for me as a leader. Every good leader needs a Bucket List, and this book will make that process fun!” said Dan Mallin, cofounder of Minnesota Cup, Magnet 360, and Equals 3.

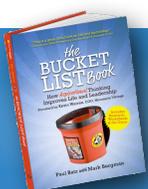
“Wherever you are on your aspirational journey, this is the book for you!” said Lynn Casey, chair & CEO, Padilla.

The Bucket List Book is available for purchase online through both [Amazon.com](https://www.amazon.com) and [BarnesandNoble.com](https://www.barnesandnoble.com). Copies can also be ordered in stores. They are available on Good Leadership Enterprise’s website as well: www.goodleadership.com/product/the-bucket-list-book.

About the Author

Paul Batz is a leadership thought leader and executive coach who built Good Leadership Enterprises on the idea that goodness pays in business today. His work inspires visionary CEOs, business owners and executives through coaching, speaking and writing. His Tuesday morning Good Leadership blog is recognized as one of the [top leadership blogs in America](#).

Paul is professional speaker and the author/co-author of the six books, including the bestselling book *What Really Works*. He is currently directing the research and writing a book that proves “Goodness Pays” – and managing the launch of his own publishing label: Good Leadership Press. www.goodleadership.com



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About Good Leadership Press

Good Leadership Press publishes exciting little books on positive leadership that can be read in less than two hours. The books feature stories of goodness at work in the world, with practical leadership strategies and coaching tools for increasing personal growth.

One dollar from each of the first 5,000 copies sold of each book published under the Good Leadership Press imprint will benefit a charity that ties to the book's theme. ***The Bucket List Book*** will benefit the Make-A-Wish Foundation.

Goodness pays because goodness grows! To learn more about Good Leadership Press, visit goodleadership.com.

About Good Leadership Enterprises

Author, speaker and executive coach Paul Batz and his wife and business partner Melinda Batz founded Good Leadership Enterprises in 2010. The company's clients are visionary CEOs, business owners and executives who grow with good leadership. The mission of the firm is to spread goodness through good leaders.

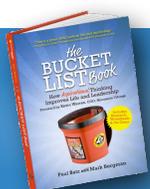
In addition to ***The Bucket List Book***, Paul Batz is also the author of *What Really Works*, *Blending the Seven Fs to Live with Less Fear*, which he co-authored with Thrivent executive Tim Schmidt. The book features the framework of The Seven Fs©: faith, family, finances, fitness, friends, fun and future – as a model for good leadership. It has sold more than 22,000 copies and is in its 3rd printing. Batz also wrote *Good Leadership Today*.

Services offered through Good Leadership Enterprises include business transformation coaching for individuals and teams; training programs; inspirational programming; and products: books and tools. Speaking, retreats and events are also offered.

Good Leadership Enterprise's signature event is The Good Leadership Breakfast Series – the premier leadership development workshop in Minneapolis/St. Paul. Charitable fundraising done at the breakfast has raised more than \$200,000 via the "Bucket of Good Will," a partnership with Mark Bergman, inventor of the HANDY Paint Pail.

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