

# Joe Sweeney

*New York Times* Bestselling Author of  
*Networking Is a Contact Sport*



# MOVING THE NEEDLE

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**GET CLEAR, GET FREE,  
AND GET GOING IN YOUR BUSINESS,  
CAREER, AND LIFE**

**WILEY**

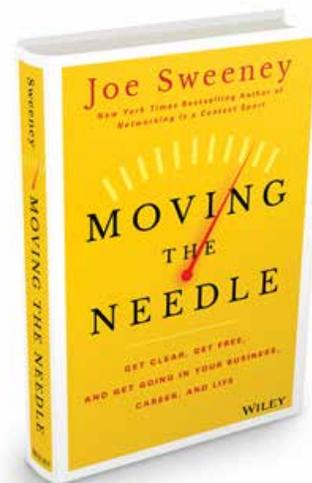
## Moving the Needle

Joe's latest book to be released in November 2014, ***Moving the Needle: Get Clear, Get Free and Get Going in Your Business, Career and Life***, is about changing human behavior. Whether you're a business leader, manager, employee, teacher or parent, we oftentimes feel unsure of the path ahead and the steps needed to move forward in our personal and professional lives. *Moving the Needle* is designed to help you define your goals, focus your efforts, and give you the tools needed to create a system that will help you get clear, get free and get going.

Through his new book and his training program, the Winning Game Plan, Joe will show you how put action plans into place, become accountable and ultimately, achieve your goals. If you've been hoping to gain much-needed traction at work and in your personal life, then Joe Sweeney will show you how to move forward.

A master networker, Joe has delivered hundreds of keynote talks to large corporations like General Electric, Wells Fargo, and Northwestern Mutual since the release of his New York Times best selling book, *Networking Is a Contact Sport* in 2010. He has heard a consistent refrain from CEOs, vice presidents, businessmen and businesswomen, military personnel, and college graduates following his presentations: "Can you help move the needle at our company and improve performance on a consistent basis?"

What Joe noticed was that these companies and their employees were having a hard time **getting clear, getting free, and getting going** in their professional as well as their personal lives. Sensing a vital need, Joe has written *Moving the Needle, Get Clear, Get Free, and Get Going in Your Business, Career and Life* for anyone looking to work his or her way out of a rut or make key transitions in life.



## What others are saying:

“One percent of the people in the world do what they say they will do. One percent of the people in the world give without expectation of return. One percent of the people of the world understand how to connect with people by being a value provider. Joe Sweeney is in the one percent bracket. He has set the standard for doing business ethically and enthusiastically. I heartily recommend that you buy *Moving the Needle* and hire Joe to inspire your people to greater heights.”

- **Jeffrey Gitomer**, Best-selling author, Keynote Speaker, and Sales Authority

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“Through my decades of experience in the military and in business, I have found that effectively serving others in leadership roles is not accomplished by going big things; it is accomplished by developing the necessary habits that enable one to consistently do the right things on a daily basis. *Moving the Needle* provides the tools to steer you on the course to effectiveness and influence.”

- **Dirk Debbink**, Retired Vice Admiral in the United States Navy and former Chief of the Navy Reserve