**LEFT SIDE OF POSTCARD**

At The Mann Group, we believe—actually, we *know*—that the key to effective leadership is the ability to influence.

Think about it: if you want to enact change in your business, you can’t do it alone; you have to recruit and rally all of your employees behind the cause. But your employees are adults, so they’re probably a little stubborn and set in their ways, which means getting them to change can be quite the feat indeed.

Over the years, we’ve worked with thousands of businesses, and we came to realize just how important the skill of adult behavior change actually is and how challenging it is to implement it well. Those experiences led us to refine the ORBiT methodology for influencing adult behavior, which in turn led to the book you now hold in your hands, *ORBiT: The Art and Science of Influence*.

We thought you’d appreciate *ORBiT*, and maybe even glean some fresh insights for your own leadership role. ORBiT is also the methodology at the core of all our products here at The Mann Group, so if you like the book, be sure to give our website a gander, too (that’s at [MannGroup.net](http://MannGroup.net)).

We’d love to chat about the perils, pitfalls, and positives of leadership with you, from one leader to another. Give us a call at 1-800-936-3049.

Happy Reading!

Dan Mann/The Mann Group Team

**RIGHT SIDE OF POSTCARD—REPLACES ADDRESS LINES**

WHO WE ARE

We are The Mann Group, a charmingly incongruous and blatantly genuine group of big thinkers and list makers. Get us together, and our ideas bloom into vibrant, sky-high projects; take us apart, and we work methodically and assiduously to accomplish the goals we created together. We say there’s no mountain too high or ambition too big, for us or our clients.

WHAT WE DO

We create and implement practical courses and curriculum to help businesses and individuals grow. With a varied team of experienced coaches and analyzers, we help diagnose and alleviate obstacles in both business-to-business and business-to-consumer enterprises across dozens of industries in order to increase profits and actualize a comprehensive vision for their business.

WHY WE DO IT

We believe that, when outfitted with the right tools, every business can succeed. We believe that the most decisive factor in that success is effective leadership. And we believe that we’re the organization that can help every business, regardless of size or industry, change, learn and grow through strong leadership, a clear vision, and a little elbow grease.