



We all have goals that we've struggled to achieve for one reason or another. Maybe you want to kick a bad habit, lose those last five pounds, or simply get better at your chosen sport. Or maybe it's something bigger and more important, like being happier and more fulfilled, accelerating a stalled career, achieving a milestone objective, overcoming self-limiting beliefs, or fixing a struggling personal relationship.

Most of the time, the basic steps necessary to achieve these goals are not a mystery. **We don't just need to know *what* to do. We need to understand *why* we don't do it.**

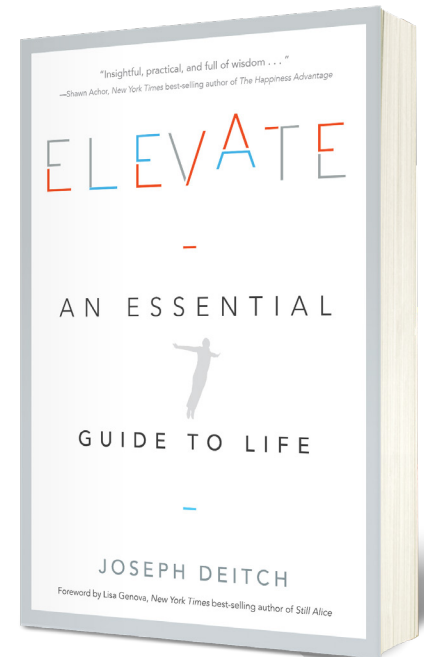
"Joe Deitch has accomplished a miracle—a self-help book that really helps.

—**Martin Sandler,**

award-winning author of more than seventy books, two-time Pulitzer Prize nominee, and five-time Emmy Award winner

Throughout his life, this simple question has inspired Joseph Deitch to search for all of its possible answers, and ultimately to share a framework of five transformational insights and ten universal skills that can help everyone find success and satisfaction in his new book, *Elevate: An Essential Guide to Life*.

Deitch's inclusive, custom-tailored, captivating presentation will guide your audience along their own Stairway of Success.



SPEAKING OPPORTUNITIES

Among the many things that fill Joe's life with purpose, few compare to the experience of connecting with an audience of enthusiastic people who refuse to settle for anything less than their full potential.

Joe creates a custom speech, and a memorable experience, for every engagement. Your audience will always witness a powerful combination of sage wisdom, personal anecdotes, and actionable advice that they can implement immediately. Plus, they will participate.

In order to determine the ideal mix of material, Joe will work with you to customize a presentation that balances this foundational content:

- The fundamental importance of combining Awareness and Action to pursuing and achieving any goal
- The five insights that can help to open your head and your heart, and unlock the secrets of your own potential:
 - » Our perspective is de facto limited and distorted
 - » Our world is a mirror of our mind
 - » We are biological supercomputers, subject to programming by ourselves and others
 - » We can leverage the Multiplier Effect for exponential gains
 - » There are universal principles and fundamental skills that fuel all learning and growth
- The ten basic skills that allow you to achieve all that you desire and aspire to:
 - » ASK and Receive
 - » LISTEN and Learn
 - » PROGRAM and Take Control
 - » MOTIVATE and Get What You Want
 - » STRUCTURE and Win by Design
 - » ENERGIZE and Fuel the Machine
 - » LEVERAGE and Lead
 - » LOVE and Be Loved
 - » APPRECIATE and Make Every Moment a Miracle
 - » REFINE and **Elevate**



ABOUT THE AUTHOR

Joseph Deitch was born and raised in Boston, Massachusetts. After college, he followed his muse and moved to the US Virgin Islands, eventually returning to Boston to pursue a career in financial services. He is always trying to merge the ethos of the islands with the entrepreneur.

Joe is the founder and chairman of Commonwealth Financial Network, with assets under management of over 150 billion dollars. He is also chairman of Southworth Development, a golf and resort real estate company with award-winning properties in the US, the Bahamas, and Scotland.

Joe has dedicated his professional career to the goals of quality and community, and is constantly trying to craft “the ideal environment.” He established the Deitch Leadership Institute at the Boston Latin School, the oldest public school in the United States. He has also been a Broadway producer and won a Tony Award as co-producer of The Gershwins’ *Porgy and Bess*.

In 2010, the editors of Investment Advisor magazine selected Joe as one of the thirty most influential leaders in and around the financial planning profession over the previous three decades.

Joe is a graduate of the University of Pennsylvania and an alumnus of Harvard Business School.

He divides his time primarily between Miami, Boston, and Cape Cod—depending on the weather.



“I’ve known Joe Deitch, professionally and personally, for many years. Evident in every conversation we have had is that Joe is a thoughtful, fascinating man, with great insights on life and business.”

—**Jack Nicklaus**, *Sports Illustrated’s*
Individual Male Athlete of the
20th Century and winner of a record
eighteen major professional
golf championship titles

AUDIENCE

Joe’s presentations will wow any audience, but his optimistic, practical, and actionable message is perfect for individuals and organizations that stand at a precipice of great opportunity. From personal development conferences and annual corporate meetings, to sales seminars and graduation speeches, attendees will leave inspired to see beyond their perceived limits and motivated by the knowledge and belief that they can achieve virtually any goal.



ABOUT THE BOOK

After countless generations of searching and sharing wisdom, why does man's quest for meaning remain so elusive? Or, if we know what we want, why is it often so hard to achieve? What's missing? Is the solution to our troubles a recipe of what to do, or is the real issue why we don't? Answers abound, and yet people remain stuck and unhappy, self-limiting, and periodically self-destructive. A modern world that is bursting with conflicting information can often make us feel even more lost as we struggle to understand life's mysteries and implement strategies for happiness and supposed success.

Answers are not enough; we also need insights. *Elevate* does all that and more as it weaves together five powerful insights and ten essential skills—linking awareness and action, East and West, ancient and modern, spiritual and scientific—so that we can build a staircase of success. Increased clarity and capability lead to elevated confidence and growth . . . however you choose to define it.

Joseph Deitch shares his lifelong pursuit of wisdom and growth in an accessible, practical, down-to-earth gift to his readers. *Elevate* is a modern classic, a celebration of life and the potential that exists for all of us. It's a formula for turning frustration into fascination and provides a universal framework for what works and why, what to do . . . and why we don't.

**Learn to turn frustration into fascination
as you build your own Stairway of
Success... however you choose to define it.**

Combining awareness and action, along with a delightful dose of anecdotes, *Elevate* provides a framework for understanding and a platform for growth.

"Joe has written an inspiring primer filled with wisdom. He is a master of brief, bite size, streetwise nuggets and takes you on an easy ride to success in business and in life."

—**Stephen P. Kaufman**, Professor,
Harvard Business School and
retired chairman and CEO
of Arrow Electronics, Inc.

"Elevate is a treasure trove of Joe's discoveries as to why and how we make the choices in life that have led us to where we are today . . . Elevate is his gift to the world and his quest to share his 'journey of increased awareness and enhanced performance.'"

—**Leanda Cave**, world triathlon
champion and first woman in history
to win both the Ironman Triathlon and
Half Ironman in the same year (2012)

"From a pioneer in the financial planning industry, I expect practical advice. From a Tony-award winning Broadway producer, I expect entertainment. Joe Deitch is both of those people, and this book delivers on both of those expectations."

—**Adam Grant**, *New York Times*
bestselling author of *Give and Take*,
Originals, and *Option B*
with Sheryl Sandberg