

# Richmond

## I NEED BALANCE IN MY LIFE

Dr James Cowley

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### author

#### **Dr James Cowley is not a new age guru.**

He is a professional working at the heart of the of the global commercial world. As a marketer and strategist, working with many of the top global companies, he has a keen understanding of society, individuals and organisations.

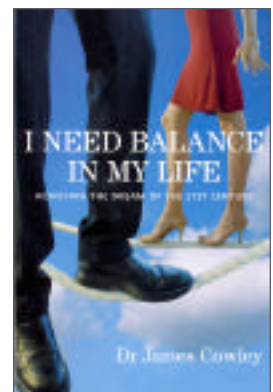
Through his past experience in counselling and education and the knowledge gained through his futuristic and highly commercial market research company, Dr Cowley has accrued a deep understanding of human behaviour, motivation and stress.

### the book

*I Need Balance in my Life* is a book for the new millennium. Large numbers of people today are expressing a desire for change in their lives, yet are fearful or confounded by the pressures they face in their careers and with money, family and friends and the organisations they work in. They have a desire for change yet are trapped by the very decisions they have taken.

The book shows us how to regain control and therefore effectiveness in our lives. Dr Cowley suggests ways we can begin to think more rigorously about our lives and become truly educated about ourselves. Dr Cowley demonstrates that it is often not necessary to make huge changes but that a series of smaller adjustments can lead to a happier and more fulfilling life.

Through clear chapters and based on interviews, focus groups, training seminars, and business counselling, the author guides us through recognition of our situation and selves. He challenges the concepts we hold dear and teaches us how to gain the balance so necessary for a successful life.



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# contents

## SECTION 1

### I NEED BALANCE IN MY LIFE

THE DREAM OF THE 21ST CENTURY PROFESSIONAL

#### RECOGNIZING THE SIGNS

- Chapter 1** Work –signals of imbalance
- Chapter 2** Family–signals of imbalance
- Chapter 3** Me, myself and I–signals of imbalance.
- Chapter 4** Feeling things–signals of imbalance
- Chapter 5** Other signals of imbalance

## SECTION 2

### SEEKING BALANCE

#### (I) APPROACHING BALANCE

- Chapter 6** You have to work at it

#### (II) CHALLENGING THE CONCEPTS WE HOLD ABOUT LIFE

- Chapter 7** What are the components you want in your life
- Chapter 8** Time versus money
- Chapter 9** When are you going to start enjoying the present?
- Chapter 10** My ego, my image, my reputation, – I live for others
- Chapter 11** The meaning of success
- Chapter 12** Tempted to extremes-find a new partner, change job, become feral–how to continue to fall off-easily!
- Chapter 13** What do I need in order to feel good?
- Chapter 14** What makes me feel bad? How do I change this?
- Chapter 15** How much money do I really need?
- Chapter 16** Where is my pressure coming from?
- Chapter 17** The emotional drain of fear
- Chapter 18** Is it real or is it my perception?
- Chapter 19** Who is conditioning me?
- Chapter 20** Am I able to make decisions?
- Chapter 21** Do I have knowledge, education or wisdom?
- Chapter 22** What patterns of behavior am I trapped in?
- Chapter 23** Am I getting old? Am I getting past it? Do I need to retire?  
Am I being left behind?
- Chapter 24** Whom do I trust to tell me the truth?
- Chapter 25** Can I feel better physically?
- Chapter 26** What drives me?



**SECTION 3**  
**IMPLICATIONS TO THE WORLD OF BUSINESS**  
**AND OTHER ORGANIZATIONS.**

**Chapter 27** Why is balance so critical to business and similar organizations?

**Chapter 28** How can business assist balance in individuals?

## unique selling points

- Very business and 'real world' focused
- Appealing to almost every adult worker in the market place today
- Clear 'how to' reference

## the market

- Business workers facing mid career pressures (25 – 50 years age group)
- Anybody involved in the Western Business Culture
- Human Resources professionals
- Students on business courses
- Executive coaches, Market researchers
- Sociology and psychology students

## promotion

- Feature articles in the major print media
- Radio (the author is voice-trained for broadcasting)
- Conferences and workshops

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