



MEDIA KIT

The Keys to *SHIFT*

A MESSAGE FROM DEREK DEPREY

Are you stuck and seeking the next step to move forward? If you're looking for someone to help you maneuver the challenging territory, and to then help you celebrate your success . . . I'm your fellow traveler. I wrote this book to help you achieve your highest potential. I want to inspire you to live and to love your most ideal life, starting today. Now is the time to choose the direction you want your life to take. It's time for you to zealously make the necessary moves—in your life, your career, and in your home—that will take you in that direction.

Do you feel like you're striving to do the best you can, struggling hard to meet the demands that come at you? Are you scrambling to figure out where you'd even begin to transform your life and pursue your dreams? Moving toward your most fulfilling life will be a never-ending journey. While some of us may be headed in the same direction, each of us will experience a very different path. We were all created for a distinctive purpose, and each of us offers something to the world that is uniquely personal. I am constantly learning about what I value, what I love, and what I am good at. Knowing who I am gives me the foundation that allows me to forever be moving closer to living out my purpose and passion. Every day, I'm filled with enthusiasm for what lies ahead. Today, there is an ease to my work and my life, but that wasn't always the case. Identifying your values and vision will set a firm foundation and preferred future for your journey.

Could one move change your life? Every day, we move in one direction or another. We're free to choose from endless opportunities and possibilities. Personal growth and development are vital factors in staying on course and making steady progress. I created my own business, Move Results, because of the deep commitment I have to personal growth and because I believe the best business to start is the one that you need yourself. I have developed a principle and process that has resulted in practical, meaningful, and sustained growth. I've learned how to execute my passions with a positive attitude, and it has changed my life. I teach and inspire others to do the same, so that they can grow and live from the truest, most genuine parts of themselves. In both my personal and professional lives, I have the privilege of connecting with many amazing people. I often hear them say that they don't know how to grow, and they ask me if I can teach them how to do just that. Exploring and developing your attitudes, passions, and actions is the formula for expanding your personal growth.

Along our journey, we'll face many different situations. Each of these situations is unique for each of us. We'll achieve desired outcomes, we'll experience being in the zone, and eventually we'll find our sweet spot. While reading *SHIFT* may seem like only a small move in the right direction, it just might end up being the most significant move that you make in your life. You just have to get started.

Every success, no matter how big or small, is evidence of growth and movement. Once we start our journey, we will also encounter difficulties. We won't always achieve what we set out to do, and we may get confused and feel lost. Thankfully, our failures will also result in growth and movement if we're willing to learn from our mistakes. Just like you, I've experienced both success and failure. I've crashed and I've overcome obstacles. I do my best to meet whatever comes my way with a positive attitude, confidence, and an eagerness to learn the lessons along the way. Regardless of the conditions we face, we don't have to journey alone. We're here to learn and grow together. I'm on your team. I'll help you.

Only *you* can choose the direction of the rest of your life. You know that you're absolutely capable of transforming your life and moving closer to living your dreams. You've always had what it takes to make the first move, and you always will. Turn the key—today you will choose to start your new life. We will move toward your ideal life . . . together!

Derek Deprey

Connect at DerekDeprey.com

SUMMARY

What's your next move?

Every day, we move in one direction or another. We're free to choose from endless possibilities. Only *you* can choose the direction for the rest of your life. Whether you are a seasoned executive, emerging leader, stay-at-home parent, or college student, frustration is inevitable. Now is the time for you to *SHIFT* from, "I'm so busy and stressed," to, "I'm living my ideal life right now." And it doesn't even have to be complicated.

In *SHIFT*, author Derek Deprey teaches you a 5-gear process. Each gear uniquely moves you from frustrated to fulfilled. Within each interactive chapter, you'll drive up to powerful questions and practical exercises—calls to make today the day you are inspired to change.

Through captivating storytelling and compelling exercises, you'll discover how to

- Confront your fears
- Form your core values
- Pursue personal growth
- Visualize your preferred future
- Adopt a positive mindset
- Personalize your ambitions
- Exercise meaningful action
- Fulfill your ideal life
- Inspire fellow travelers

Now is the time to reach your true potential. The right move, at the right moment, can make all the difference. If something stands between you and your ideal life, *SHIFT*. If you're looking for someone to help you maneuver the challenging territory, Derek is your fellow traveler as you point your compass in the right direction.

It's your next move!

Product Details

- Publisher: Author Academy Elite
- Release Date: March 15, 2017
- Language: English
- Pages: 228
- BISAC: SEL016000 – Self-Help / Personal Growth / Happiness
- Paperback ISBN: 9781946114037
- Hard Cover ISBN: 9781946114044

SHIFT BOOK TRAILER

[Click here to watch video](#)



<https://www.youtube.com/watch?v=PmDB7VnVjUE>

ABOUT THE AUTHOR



First and foremost, Derek is a husband to his beautiful wife, Rachel, and a proud father. He's been blessed with two curious and energetic daughters, Ellie and Mia, who constantly remind him of the simple joys in life.

Much of Derek's day is spent as the director of training and development as well as a general manager for the Wisconsin Athletic Club (WAC), where he teaches his staff the core principles of leadership, training, and personal development.

Shortly after joining the WAC, Derek couldn't get enough of what he was studying, learning, and applying, so much that he created his own business, Move Results, as an avenue to engage and impact others through motivational speaking, leadership skill-building facilitation, coaching, and writing. He is the author of *SHIFT: Move from Frustrated to Fulfilled*. Derek feels that the best business to start is one that you need yourself. He just knew it was right because, still to this day, he goes to bed and wakes up every morning excited to pursue his business. It truly blends his day job and dream job.

Derek's diverse career endeavors also include Wisconsin Lutheran College as an adjunct professor of adult and graduate studies. Additionally, he is certified to teach content from John Maxwell, Franklin Covey, and Ken Blanchard.

In his past career, Derek spent four years as a video scout in the NBA with the Milwaukee Bucks, two years as the coordinator of basketball operations in the NCAA with Marquette University, and one year as the director of player development with the University of Utah.

If there's anything he's learned in the past decade, it's that now is the time to build your career, to shape your life, and to strategically work on laying the foundation for accomplishing your dreams and prospering to your true potential. While there are many people who try to accomplish this, very few of them are given a roadmap of where to start; thus, Derek hopes you will find him as your resource for getting your compass pointed in the right direction.

Contact Derek

- Phone and Text: (414) 803-2491
- Email: Derek@DerekDeprey.com
- Website: DerekDeprey.com
- Facebook: [Facebook.com/Derek.Deprey](https://www.facebook.com/Derek.Deprey)
- LinkedIn: [Linkedin.com/in/DerekDeprey](https://www.linkedin.com/in/DerekDeprey)
- Twitter: @derekdeprey

WHY DEREK'S MESSAGE IS IMPORTANT

A high percentage of workers are stressed out and frustrated.

- According to the American Institute of Stress, 80% of workers feel stress on the job, and nearly half say that they need help in learning how to manage stress.

Source: <https://www.stress.org/workplace-stress/>

A low percentage of adults are very happy and fulfilled.

- According to Harris Poll, only 1 in 3 Americans are very happy.

Source: http://www.huffingtonpost.com/2013/06/01/happiness-index-only-1-in_n_3354524.html

A positive attitude is an important factor in your ability to succeed in life.

- According to a Stanford Research Institute study, success is 88% positive thinking.

Source: http://www.self-realization.com/articles/the_power_of_positive_thinking.htm

A high percentage of people are not happy and lack passion at work.

- According to research by Gallup, over 70% of Americans are disengaged at work.

Source: <http://www.gallup.com/poll/188144/employee-engagement-stagnant-2015.aspx>

A happy workforce increases performance.

- According to *The Happiness Advantage*, a happy workforce increases productivity by 31%, sales by 37%, and accuracy by 17%.

Source: <http://goodthinkinc.com/resources/books/the-happiness-advantage/>

A high percentage of adults are *not* executing and achieving their goals.

- According to research by Statistic Brain Research Institute, a staggering 90% of people that set New Year's goals never actually achieve them.

Source: <http://www.statisticbrain.com/new-years-resolution-statistics/>

A written goal increases the chances of attaining a goal.

- According to research by Dr. Gail Matthews, a psychology professor at Dominican University in California, you are 42% more likely to achieve your goals just by writing them down.

Source: <https://michaelhyatt.com/5-reasons-why-you-should-commit-your-goals-to-writing.html>

Work-life balance

- According to the Center for American Progress, 90% of working mothers and 95% of working fathers report work-family conflict.

Source: https://en.wikipedia.org/wiki/Work%E2%80%93life_balance

INTERVIEW TOPICS AND FOCUS

ON CRASH...CONFRONTING YOUR DEEPEST FRUSTRATIONS AND FAILURES

I don't know where you are right now. You might be in a coffee shop, in bed, at the gym, or at a bookstore. I do know; however, that you want to be successful. Maybe you're stuck in a rut and your life around you has crashed and burned. What do you feel frustrated about? Is that the place to start on your journey to fulfillment? Think about some of your deep frustrations and failures in your life. Jot some of them down. You must be brutally honest with your frustrations if you want to be fulfilled.

“Crash” Key Moves

- Discover the crash that is holding you back.
- Create your own definition of success.
- Start to build your ideal day around your definition of success.

ON FOUNDATION...FORMING YOUR CORE VALUES

To be able to move forward in life, you need great footing. In this chapter, you learn that the best way to create a solid foundation is to determine your true personal values. I help you discover them. Once you do this, you'll be able to move forward purposefully, based on your rock-solid foundation of values. Your values are the ideas and virtues that are most important to you. Your values are the things that you won't compromise on, or that you would die to defend. When you consistently keep your personal values at the heart of everything you do, you'll create a smoother journey toward living your ideal life right now.

“Foundation” Key Moves

- Brain dump your possible values.
- Rate and form your top values.
- Define each of your values.
- Keep your values visible.
- Blend your values with your ideal day.

ON PRINCIPLE...PURSUING PERSONAL GROWTH

Now that you've formed your core values, it's time to build on them. In this chapter, you learn that growth is vital for everyone. If we're not growing, we're decaying. I reveal my *Move to Grow* principle that will lead you to your cues and transform your life. Once personal growth becomes a daily ritual, you'll be on the fast track, and nothing will stop you.

“Principle” Key Moves

- Thank a person who has contributed to your personal growth.
- Think about your reasons and motivations to grow.
- Follow the cues that get you excited.
- Commit to the *Move to Grow* principle.

ON VISION...VISUALIZING YOUR PREFERRED FUTURE

Now that you've made a mental decision to grow, it's time to get a specific idea of where you're headed. In this chapter, you'll visualize your preferred future and think about how you want the world to be different. You'll create a vision that will give you the motivation for the choices you'll make on your journey of moving from frustrated to fulfilled.

“Vision” Key Moves

- Recognize that vision gives you direction.
- Become aware of your current location.
- Determine your vision.

ON ATTITUDE...ADOPTING A POSITIVE MINDSET

In this chapter, you'll learn how to adopt a positive mindset. No matter what your personal definition of success is, you must have the right attitude to achieve it. Attitude is your engine for growth. Stop your downward spiral once and for all. Today is the day that you will choose to have a positive and impassioned attitude. Opening yourself up to this change in attitude will help facilitate your desire to change your behavior.

“Attitude” Key Moves

- Take full responsibility for your attitude.
- Create momentum toward your vision with a positive attitude.
- Recognize that optimism comes before success.
- Believe that you can achieve what you desire.

ON PASSIONS...PERSONALIZE YOUR AMBITIONS

Passion is your fuel for growth. Without passion, you're likely to lose the great attitude and end up with fatigue and burnout. In this chapter, you'll spend time thinking, dreaming, and personalizing your ambitions. You'll find your X, the intersection where what you love doing (passion) and what you want to be great at (skill) will cross. Unfortunately, many people never experience their X because they've never taken the time to find it, or they don't believe that their dreams can come to fruition. Let's undo most of your negativity once and for all by connecting the 12 inches between your mind/attitude and your heart/passion.

“Passions” Key Moves

- Think about your reasons and motivations for waking up in the morning.
- Take responsibility to find your fit . . . there are no rules.
- Answer the questions to determine your X's.
- Do more of what you love and less of what you like.
- Live your life with passion!

ON EXECUTION...EXERCISING MEANINGFUL ACTION

Now that you've personalized your passions, it's time to bridge the gap between knowing your X's and living your X's. Passion without execution is pretending. Execution without passion is wasting. Passion *with* execution will transform your life. In this chapter, you'll put your pedal to the metal and design every minute of your life's activities around your passions and priorities with ten gap-closing behaviors. You'll continue to go from, "I'm so frustrated and busy," to, "I'm fulfilled and living my ideal life right now."

"Execution" Key Moves

- >> Do It Afraid
- >> Set a Deadline
- >> Commit to Daily YOUzones
- >> Discover and Do Your 60-Xer
- >> Schedule Your To-Dos
- >> Say No
- >> Try New Things
- >> Start Consuming Now
- >> Mentor Up
- >> Recharge Your Battery

ON FUSION...FULFILLING YOUR IDEAL LIFE

The APE formula is complete. You've learned how to adopt a positive mindset, personalize your ambitions, and exercise meaningful action. In this chapter, you'll become the individual that you want to spend the rest of your life being. You'll create a lasting ID that you actually admire and respect. Life is not a dress rehearsal. You can fulfill your ideal life *while* executing your passions. You'll stop separating your passions and priorities from life demands. Instead, you'll learn how to apply work-life fusion vs. work-life balance. With integrated living, you'll be happier, healthier, and wealthier.

"Fusion" Key Moves

- >> Define what work means to you.
- >> Strive to match your personal and work values.
- >> Be present and capture your most precious moments.
- >> Create your ID, the intersection of your values.
- >> Evaluate your work-life fusion with the following: Question of Passion and Move Matrix.
- >> Spend as much time as you can enjoying your values.

ON IMPACT...INSPIRING FELLOW TRAVELERS

Now that you're living the life you've always dreamed of living, it's time to pay it forward. In this chapter, you'll learn how to inspire and impact other fellow travelers to *SHIFT* with you. Now is the time for you to pump the brakes, pick up some fellow travelers, and help others move from frustrated to fulfilled. Buckle up and hold on because your life, and the lives of many others, will never be the same.

“Impact” Key Moves

- Dare to be different.
- Stop putting off the significant things you're not doing that are bothering you.
- Pay it forward by helping someone else *SHIFT*.
- Write down the critical next step to help you carry out your vision.
- Move the obstacle that is standing in the way between you and your ideal life.

SAMPLE INTERVIEW QUESTIONS

1. Why did you write the book *SHIFT: Move from Frustrated to Fulfilled*?
2. What is the book about?
3. Who is *SHIFT* for and why should someone read it?
4. What drove you to write a book?
5. In Gear 4, you explain the APE formula. What is it and how did you come up with it?
6. In Gear 5, you introduce work-life fusion. What is the difference between work-life balance and work-life fusion?
7. *SHIFT* has been created for use at many levels. By utilizing content and activities in this book, tell me how readers who are at the beginning of their career would benefit? What about those in the middle of their career?
8. What has been the most fun or surprising thing about writing a book?
9. What are the ways that we can connect with you?
10. Where is *SHIFT* available?