

**St. Paul Pioneer Press**

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**Executive Read review by Kathy Snell**

**Who:** Kathy Snell, partner, BridgeWater Consulting LLC, Edina



**What:** "One Small Step Can Change Your Life: The Kaizen Way,"  
by Robert Maurer, Ph.D.

**Why:** "Change, positive or negative, insignificant or life-altering, is frightening. Fear of change is rooted in the brain's physiology, and when fear takes hold, it can prevent success. Even the most determined of us unconsciously sabotage our best professional and personal intentions — but we can outfox the brain's built-in resistance to new behavior.

"Dr. Maurer suggests that disarming the brain's fear response stimulates rational thought and creativity. Enter Kaizen, a highly effective method of building new neural connections in the brain. By making change a low-key event, utilizing the Kaizen method circumnavigates the fear that blocks our success.

"Kaizen demands patience, but real-life experiences show Kaizen works. By taking tiny steps, we can "tiptoe" past the fear response (fight or flight reaction) and with small questions, actions and rewards, reach a new flow of achievement. This eventually leads to enjoying that new exercise routine, improving interpersonal relationships, making work more pleasurable and much more.

"Maurer says we can evade failure by thinking small and taking miniscule steps and bring about success where before it wasn't seemingly possible. The Kaizen strategies are easy and effective. My personal and professional changes are now on a new path — toward success!"