

CLO: Chief Life Officer – A New Industry Manual for Me, Inc., and We, Inc.



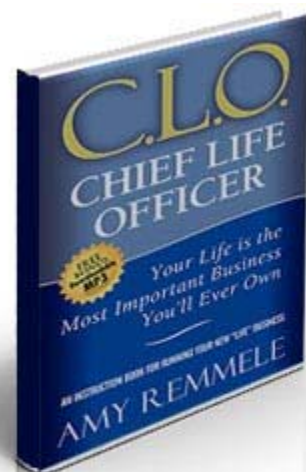
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Author: Amy Remmele / [Peak of Success](#)
Industry: [Education](#)

Life and business counselor Amy Remmele publishes new book that helps individuals view their lives as businesses, leading to happier, healthier lives – CLO: Chief Life Officer.

October 27, 2009 – Buffalo, NY – Every business revolves around people. The same is true for life. In her new book, [CLO: Chief Life Officer](#), author and consultant Amy Remmele shows that decisions become more rational when individuals think of their lives as an enterprise that they are managing.

CLO: Chief Life Officer shows readers their “departments,” and how they function best through an authentic, shared mission. “Seeing parts of ourselves as departments makes more common sense than the psychological view of parts,” explains the author. The book stresses that all the How-Tos readers encounter will not help unless they look at the Whys of their actions.

CLO: Chief Life Officer helps readers create their own life business plan. The plan includes setting goals, communication and relationship creation, and maintaining and accessing a support system. Readers learn to define



important divisions of their lives in terms of business departments. The book helps readers test their capacity of readers' production, customer service, human relations, and sales departments. The book demonstrates how to create and apply a "decisional balance table" to life choices, enabling readers to set the right priorities.

"After years of studying and teaching sound business applications to business owners, I realized that these principles applied to people's lives in general, both in and out of business settings," says Remmele. "In counseling, when individuals or couples begin to think of themselves as a business, the counseling process becomes more efficient and much less oppositional. Your life is the most important business you will ever own."

About



Amy

Remmele

Amy Remmele, owner of Peak of Success, works with individuals who want to manage their lives like a successful business, and with business owners who want to incorporate the best psychological principles to manage their most important assets – the people in their business. Remmele has a counseling practice where she specializes in working with women who are in difficult or challenging relationships, with professional women who want to stand out and make a mark, and with couples. She also is the co-author of *Re-Phrase It: Adding Empathy and Emotional Intelligence to Your Everyday Life*. She has been married for over 30 years to her business partner, Dr. Kent Bath, and is the mother of an eighteen-year-old daughter and thirteen-year-old twin boys. For more information, visit <http://www.peakofsuccess.com>. To connect with Amy, visit her Chief Life Officer blog, <http://chieflifeofficerbook.blogspot.com/>.

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