

The logo for SRM Books is centered on a dark green rectangular background. The letters 'SRM' are in a white, stylized, thin-lined font, with the 'M' having a sharp peak. Below 'SRM', the word 'BOOKS' is written in a bold, white, sans-serif font.

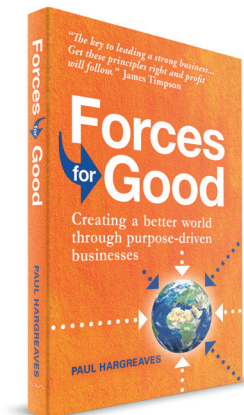
SRM  
BOOKS

New Titles

# Forces for Good

## Creating a better world through purpose-driven businesses

By: Paul Hargreaves



Do you want your business to step up and make a meaningful difference?

There's a new generation of businesses emerging. They're working together to make a positive impact on the world by redefining what it means to be successful.

By changing the way you work and considering the impact of the decisions you make, you can join them in reducing poverty, injustice and environmental damage by balancing purpose with profit.

In this ground-breaking book, you will discover how these purpose-driven businesses work and how you can:

- Increase productivity by fully embracing diversity and developing an inclusive culture.
- Put respect, courtesy and compassion at the heart of your business.
- Maximise profits whilst prioritizing the needs of people and the planet.
- Attract an engaged and motivated workforce that's focused on success and sustainability.

Join the growing global community of leaders and like-minded businesses that are putting what they do to work as a force for good.

Published:  
25 March 2019

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RRP: £14.99

Publisher: SRA Books

Rights held: Worldwide  
(excluding Japanese  
language worldwide)

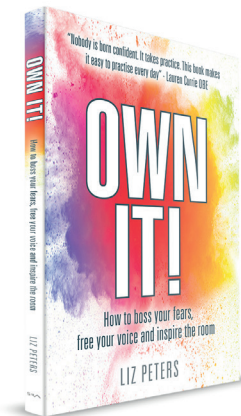
BIC/Subject: KJG, KJD

216 x 138mm portrait,  
limp notched bound,  
208 pages, black and  
white

# Own It!

How to boss your fears, free your voice and inspire the room

By: Liz Peters



Are you ready to make people sit up and listen when you speak? Do you want to shine in conversations, meetings, pitches or presentations? Is it time to let go of the anxiety that holds you back?

Whatever you want to say and whenever you need to say it, this inspiring, motivating and engaging guide will equip you with powerful ways to free your voice, connect with your audience and communicate with confidence to make a lasting impact.

Combining practical advice with proven techniques that really work, performer and communication expert Liz Peters draws on years of research and experience to help you:

- Overcome the life-limiting fears that stop you speaking up.
- Harness the transformative power of embodiment to build enduring confidence.
- Feel at ease and in control whenever you have to take centre stage.
- Master your personal presence so you can engage and inspire others.

Published:  
9 September 2019  
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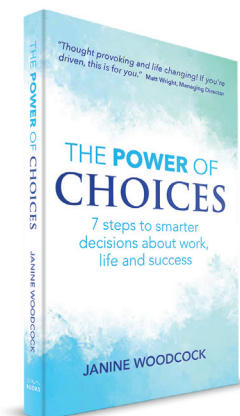
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Rights held: Worldwide  
BIC/Subject: KJMB,  
VSC

216 x 138mm  
portrait, limp  
notched bound,  
224 pages,  
black and white

# The Power of Choices

## 7 steps to smarter decisions about work, life and success

By: Janine Woodcock



In this high-pressure and uncertain world, it's easy to lose sight of what we need to thrive, not only professionally, but in every area of life that's important to us.

Using her incredibly powerful CHOICES™ programme, expert coach Janine Woodcock will show you how you can sustain your drive and ambition to succeed at work without cost to your health, happiness and relationships.

By challenging the choices you're already making and empowering you with a set of unique techniques to make smarter ones, you will:

- Discover how to build and sustain long-term success whilst nurturing and protecting what matters to you most.
- Develop skills that can liberate you from the unrelenting pressures of success.
- Learn how to stay true to your core beliefs without weakening your will or ability to succeed.

Published:  
23 September 2019  
978-1-912300-25-9  
RRP: £14.99

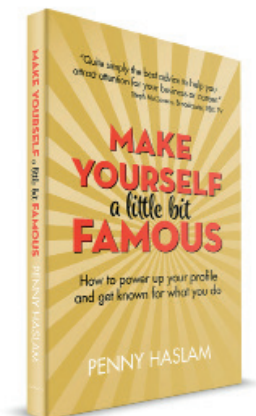
Publisher: SRA Books  
Rights held: Worldwide  
BIC/Subject: VSC, VS

216 x 138mm portrait,  
limp notched bound,  
224 pages, black and  
white

# Make Yourself a Little Bit Famous

## How to power up your profile and get known for what you do

By: Penny Haslam



In today's noisy marketplace, it's crucial you find ways to get noticed.

But do you shy away from the spotlight for fear of feeling like an idiot or looking like a show-off? Do you see others out there, attracting the kind of attention you wish you could get?

If so, you need to Make Yourself a Little Bit Famous!

Jam-packed with stories, advice, case studies and encouragement, Penny shares pro-tips on:

- Getting on TV and radio and acing your appearances.
- Bossing it as a speaker and when you present to people.
- Shining when you take part in or chair a panel discussion.

If you want to be a best-kept secret, then step away from this book. But if you recognise the value of raising your profile for your business or career, then step up – because now is the right time for you to make yourself a little bit famous.

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5 November 2019

978-1-912300-27-3

RRP: £12.99

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Rights held: Worldwide

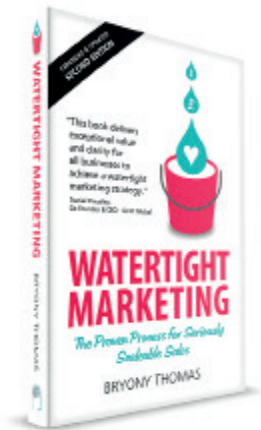
BIC/Subject: KJMB,  
KJH, VSC

216 x 138mm  
portrait, limp  
notched bound,  
192 pages,  
black and white

# Watertight Marketing

The proven process for seriously scalable sales

By: Bryony Thomas



Are you wasting money on marketing?

The sad truth is that most businesses are. But there is an answer, and it's in this book!

Even the smartest businesses can find themselves exhausted by yo-yo marketing and paralysed by the overwhelm of big ideas, big promises and the next big thing. Money and energy is wasted on running the marketing taps, whilst potential revenue pours from a very leaky bucket.

Join the thousands of businesses already using the tested and trusted Watertight Marketing methodology and discover how you too can put it into action to cut through the hype, make a clear plan and take control of your marketing to:

- create consistent routes to customers you'll love,
- successfully scale your sales results, and
- significantly and sustainably increase your profits.

This is the book that actually delivers what so many others promise.

Published:  
31 March 2020

978-1-913474-00-3

Edition 2

RRP: £18.50

Publisher: Human  
Business Thinking

Rights held: Worldwide

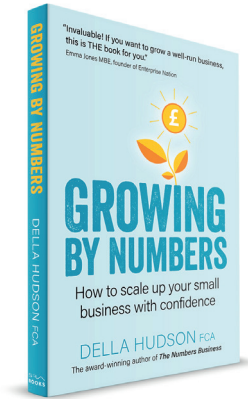
BIC/Subject: KJS

234 x 156mm portrait,  
limp notched bound,  
352 pages, black and  
white

# Growing By Numbers

How to scale up your small business with confidence

By: Della Hudson



How can you be sure your finances are properly primed to make this momentous step the success it deserves to be?

This authoritative and highly practical guide will take you step-by-step through everything you need to think about, know and do to get your business into the best possible shape for growth.

In the follow up to the huge selling, highly successful *The Numbers Business*, leading business finance mentor and award-

winning author, Della Hudson FCA, will walk you through a tried, tested and rigorous process that will help you:

- Get organised, plan and strategise for success.
- Take control of your costs, mitigate risks and grow with confidence.
- Build a strong, productive team that will drive the growth you want.
- Shape your role and move from the engine room to the bridge with ease.

Numbers are the language of your business and this book will help you to unlock their secrets. So, whether or not your balance sheet usually baffles you, you'll be empowered with all the expert know-how you need to map a financially secure route to sustainable growth for your business.

Published:  
30th June 2020

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Edition 1

RRP: £14.99

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Rights held: Worldwide

216 x 138mm portrait,  
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352 pages, black and  
white

# Food For Thought

## Celebrating the joy of eating well and living better

By: Phil Haughton



From breakfast to bedtime the food that we eat and the natural world that we all share have the power to nourish our bodies, nurture our growth and support our health, vitality and survival.

But are we taking it all for granted?

Fighting for food justice and equality, supporting the hard-working hands of organic farmers and food producers, and challenging our beliefs around food, nature and how the two must be

balanced, have been Phil Haughton's mission and passion for over 25 years.

It is this passion that is already being brought to vivid life and enjoyed by thousands in Phil's award-winning Better Food shops. And now, through a fascinating mix of inspiring personal stories, tempting recipes, helpful tips and insightful contributions from 12 thought leaders and changemakers, he is sharing his passion with you.

Join Phil on this uplifting and thought-provoking journey through a colourful celebration of food and nature. His experiences and enthusiasm will open your eyes, make you think, bring on a smile and reconnect you with the joys of food, the wonders of nature, and what it really means to eat well and live better on our incredible planet that's alive with possibility, potential and plenty.

**Published:**

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Edition 1

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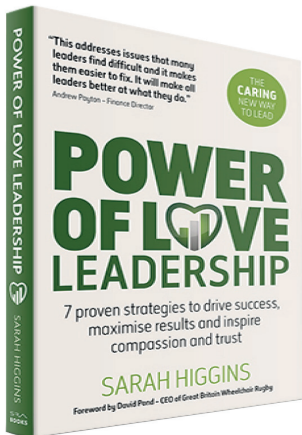
192 pages, full colour



# Power of Love Leadership

**7 proven strategies to drive success, maximise results and inspire compassion and trust**

**By: Sarah Higgins**



Fear and frustration, anger and resentment, pressure and stress all stand in the way of you fulfilling your potential and becoming the leader you know you can be.

In this inspiring and practical guide, leadership expert Sarah Higgins will coach you in seven revolutionary strategies that will enable you to break through the fear-based barriers that hold you back, so you can lead from the heart and empower your team with:

- Gratitude – nurture the strength and resilience in you and your team.
- Hope – unite purpose with passion so everyone feels valued.
- Learning – feel powerful and stop mistakes slowing you down.
- Forgiveness – promote acceptance and resolution instead of blame.
- Enthusiasm – face every challenge and task with energy and interest.
- Compassion – encourage insight, empathy and individuality.

Build a highly motivated team that's fearless and free to collaborate, create, inspire and innovate. You'll think more clearly, make better decisions, push morale and productivity to unimaginable levels and navigate success with compassion, confidence and care.

Published:  
29th October 2020

978-1-912300-34-1

Edition 1

RRP: £16.99

Publisher: SRA Books

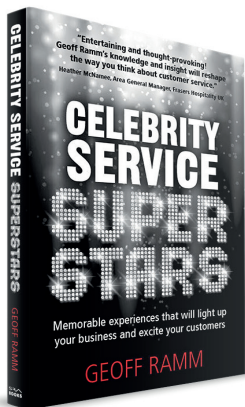
Rights held: Worldwide

234 x 156 mm portrait,  
limp notched bound,  
256 pages, full colour

# Celebrity Service Superstars

Memorable experiences that will light up your business and excite your customers

By: Geoff Ramm



In this book, customer service guru, Geoff Ramm has hand-picked THE most original, unique and quirky examples of creative customer experiences that are guaranteed to inspire you and your team to outperform, outmanoeuvre and stand head and shoulders above the competition.

It's your ticket to service superstardom and will reveal:

- Smart techniques to help you generate clever experiences of your own.
- Simple, cost-effective ideas and touches that will mean the world to your customers.
- Fun, fresh and exciting new perspectives that will inject your entire team with enthusiasm.
- Fantastic ideas and inspiring stories that will get you spectacular results.

Why not join Geoff on this highly enjoyable customer service journey? He'll introduce you to some of the amazing people he's met who have discovered extraordinary ways to deliver world-class experiences, and show you how you can use their strategies to make your own brand unforgettable, your business unmissable and your customers coming back for more.

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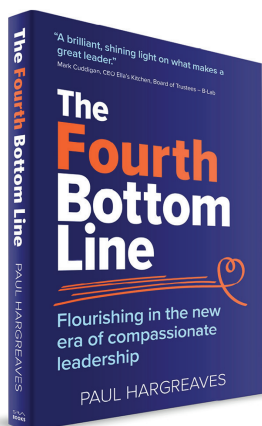
234 x 156mm portrait

168 pages, full colour

# The Fourth Bottom Line

## Flourishing in the new era of compassionate leadership

By: Paul Hargreaves



In this unique, empowering and inspiring guide, Business Leader and B-Corp Ambassador Paul Hargreaves challenges readers to put aside outdated, paternalistic, 'command and control' leadership styles and instead embrace positive, proactive and approaches that have the power to energise, empower, elevate and change the world.

Using an enlightening and thought-provoking mix of stories, quotes and case-studies, Hargreaves guides his readers on a journey through 50 essential leadership qualities.

Day by day he equips them with ingenious ideas, inspiration and mindsets that will empower them to become a genuinely dynamic and human leader who's driven by principle, purpose and passion, and able to make a more profound impact on their business, their people and the world with enthusiasm.

THE FIRST book to cover the key concepts of the emerging, growing and exciting area of business - the fourth bottom line, this is a business book with a difference.

**Published:**  
6th May 2021

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Edition 1

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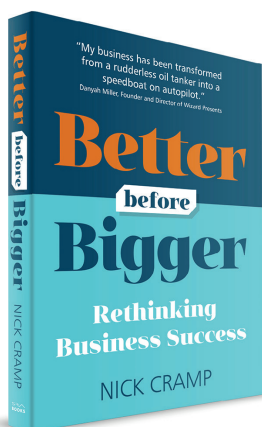
234 x 156mm portrait

240 pages, black & white

# Better Before Bigger

## Rethinking Business Success

By: Nick Cramp



In this empowering and eye-opening guide, thought leader and coach Nick Cramp, demonstrates how focusing on continual growth and measuring success solely in traditional terms can hold readers back and hurt the businesses they've worked so hard to build.

Using an empowering combination of proven techniques, inspiring advice and illuminating case studies

readers are coached in the mindsets, skills and behaviours that they need to rethink what success means to them and their business.

Readers are encouraged to challenge their weaknesses, build on their strengths and put in place the future-thinking strategies that will help transform their business from just about managing to better and bigger than ever.

Nurture the mindsets, skills and behaviours you need to reframe your thinking and refocus your attention on making your business better before you make it bigger.

**Published:**  
19th May 2021

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Edition 1

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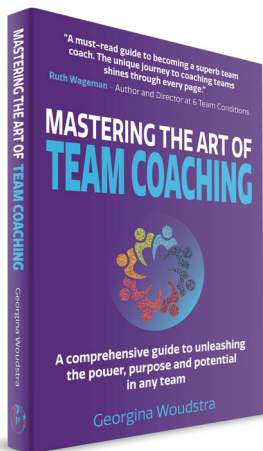
240 x 171mm portrait

240 pages, black & white

# Mastering The Art of Team Coaching

A comprehensive guide to unleashing the power, purpose and potential in any team

By: Georgina Woudstra



The challenges faced by organisations everywhere can be solved through better collective leadership, collaboration and systemic thinking.

Coaches are already aware of the huge role that coaching can play in accessing the intelligence and co-ordinated power that teams could be leveraging.

In this practical and empowering guide, Master Coach Georgina Woudstra navigates readers through the often complex and challenging reality of team coaching. Equipping them with a roadmap - a set of metaskills and competencies – she'll demonstrate how they can transform teams to realise greater success.

Readers will learn to trust in people's untapped wisdom, the process and themselves. And with Georgina's expertise guidance they'll become an impactful team coach with a distinctive personal style that solves problems, creates change and gets sustainable results.

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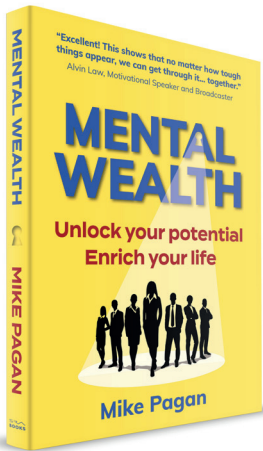
**Size and extent:**  
240 x 171mm portrait

272 pages, black &  
white

# Mental Wealth

Unlock your potential, enrich your life

By: Mike Pagan



Recognise your true potential, love what you do and live the life you choose with the support, encouragement and proactive potential of a Mental Wealth team.

Humans are social animals and we need the help of others to succeed in life and work. With collective wisdom, mutual support and a Mental Wealth team by your side you can:

- Power through obstacles and problems.
- Achieve more and expect success.
- Unleash creativity, improve decisions and eliminate isolation.
- Nurture your mind, body and soul and find resilience in challenging times.
- Navigate your own unique journey with purpose and passion.

In this inspiring and energising guide you will discover how to build a hand-picked Mental Wealth team of your own – one that spotlights your success, opens up opportunity and brings wisdom, inspiration and motivation to everything you do. Make today the day you start living life your way – with all the rewarding benefits of Mental Wealth!

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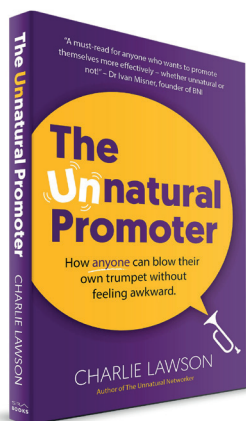
234 x 156mm portrait

188 pages, black & white

# The Unnatural Promoter

How anyone can blow their own trumpet without feeling awkward

By: Charlie Lawson



Why do some people have no problem shouting about themselves to get business, yet you find it so difficult?

Why aren't you getting the opportunities that your rich talents deserve?

The answer is simple – you're not blowing your own trumpet.

In this enjoyable, engaging and highly practical book, self-confessed unnatural promoter Charlie Lawson shows you exactly how he overcame his own doubts and awkwardness to move beyond the negativity that's so often associated with self-promotion. Learning from his own hard-won experience, he'll empower you with the skills, confidence and mindset you need to promote your business by shouting about what you do.

Bigger business comes from better conversations, so make promoting yourself a little less nerve-wracking and a lot more rewarding as you unlock the power and potential of blowing your own trumpet.

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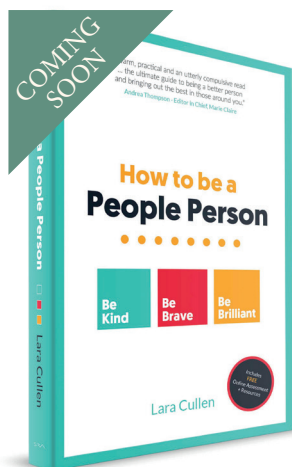
**Rights held:**  
Worldwide

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216 x 138mm portrait

216pages, black & white

# How To Be A People Person Be Kind. Be Brave. Be Brilliant.

By: Lara Cullen



Being a human in today's world isn't always easy. In the constant whirlwind of our demanding lives it's all too common to lose sight of the bigger picture, to lose our connection to others and, most of all, to lose ourselves. It can leave us exhausted, overwhelmed and questioning whether this is as good as it gets.

But there is another way.

It's a kind, brave and brilliant way which energises and empowers you to bring out the best in yourself, others and make the world a better place.

Using a unique and exciting blend of proven psychology, the latest neuroscience, traditional wisdoms, and bang-up-to-date leadership best practice, Lara Cullen redefines what it means to be a people person in today's disconnected world and shows how three simple ways of being can release you to be happier and more successful doing what you love.

This is a smart and powerful framework for living, working and leading that equips and inspires you to truly be yourself, at your best and to help others do the same.

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