

IMMEDIATE RELEASE

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*The Dance of the Business Mind:
Strategies to Thrive Anywhere, From the Ballroom to the Boardroom*
By Valeh Nazemoff

**From Ballroom To Boardroom:
BUSINESS PERFORMANCE EXPERT REVEALS HOW DANCE CAN
LIFT YOU TO NEW PROFESSIONAL HEIGHTS**

Business and dancing appear to be on opposite sides of the spectrum. Business is considered predominantly professional and strategic, while dance is typically viewed as physical and artsy. But these seemingly conflicting worlds are more in sync than we realize. Valeh Nazemoff, the Executive Vice President of Acolyst — a consulting firm specializing in business transformation — has discovered surprising parallels between the boardroom and the ballroom. Now, she’s revealing how techniques of ballroom dancers can help anyone improve and succeed professionally—even if they have two left feet.

In *The Dance of the Business Mind: Strategies to Thrive Anywhere, From the Ballroom to the Boardroom* (April 2017), Nazemoff choreographs readers through a series of steps that will stimulate creativity, enhance awareness, and lead to peak professional performance. Using dance as a metaphor, this first-of-its-kind guidebook provides fresh, fun comparisons between the “moves” needed to achieve success professionally and personally, no matter what kind of stage you’re performing on.

“My goal is to inspire others to approach their business with the same passion that is inherent in the dance world,” says Nazemoff. “I find that in both dance and business, transformation comes from passion—continually finding and succeeding at challenges that will inspire you to expand who you are and what you are capable of.”

In each chapter of *The Dance of the Business Mind*, you’ll find specific strategies to train your mind to “dance,” gleaned from interviews with international award-winning dance coaches and performers, including Karina Smirnoff of *Dancing with the Stars*. Readers start with the basics—mental and physical preparation—then expand to choreography and practice, before the finale: learning how to perform in the office and beyond with confidence and ease.

“This book is your ticket for entrance into a transformational ballroom, whisking you from another mediocre Monday morning at the office to an exciting one in which anything is possible,” adds Nazemoff. “Look in the mirror. Do you see that good-looking ‘Business Mind’ checking you out? Ask it to dance!”

Nazemoff combines her passion for dance with her expertise in consulting Fortune 500 companies, and in her game-changing new book, you’ll discover:

- How freeing your mind to dance can help you make better decisions in the workplace and achieve desired results
- Why positive thinking and visualization can help you perform at your highest level—in business and in dance
- The Four I’s, which will help you bring your passion and expertise to essential professional decisions
- Successful business partnerships require you to get in sync with your colleagues—they take communication, rhythm, and a shared purpose
- How to make sure that your “steps” (your business plan) match your “music” (your goal) so you can succeed in the best possible way
- The value of mapping your business strategy like a choreographer, creating a plan of action before taking to the stage

By day, Valeh Nazemoff is a bestselling author, Executive Vice President and Co-Owner of Acolyst, a high-level data management and business performance consulting services firm, and a leadership coach. By night, she is a competitive ballroom dancer, dancing the Rumba, Cha Cha Cha, Samba, Paso Doble, and Argentine Tango. She has been featured in New York’s Times Square and in many prestigious media publications such as *Fast Company*, *Huffington Post*, *SUCCESS*, *Entrepreneur*, *Fox News*, *Yahoo*, and *Inc Magazine*. Nazemoff is also a regular contributor to CIO.com through her blog series “The Mindful CIO.”

For more information, visit www.valehnazemoff.com, and connect with Nazemoff on [Facebook](#), [Twitter](#) and [LinkedIn](#).

The Dance of the Business Mind will be available through Amazon in April 2017 and through other major booksellers.

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