



**"IF" is a book based on perspective. The ideas conveyed are intended to stir thought and influence actions. Too often we allow ourselves to be influenced by negative thoughts and circumstances that are clearly within our control. Your perspective and approach to situations makes a difference on the effectiveness of the outcome.**

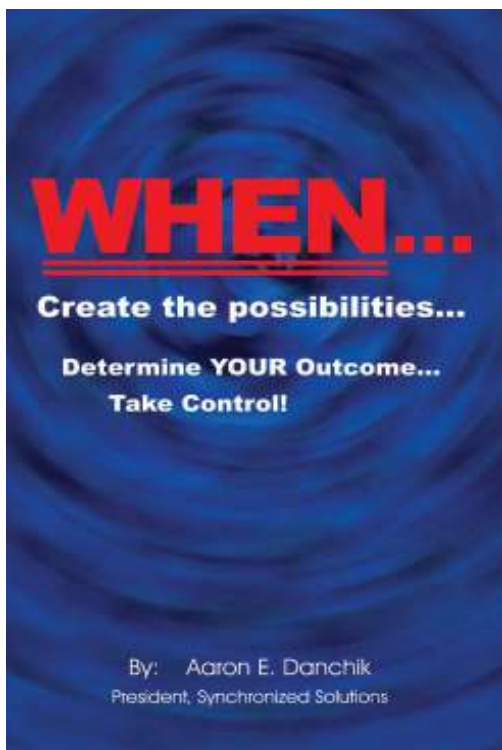
"Aaron Danchik and Synchronized Solutions have been huge in getting me the results I need to build my business effectively."  
Richard S. Graham, CPCU, State Farm Insurance Agent Simi Valley, California

"Even though Synchronized Solutions and Aaron and our company have a client/vendor relationship, Aaron has the same commitment level and will work with the organization to present perspectives to succeed, *as if it was his own company as well*" Michelle Salazar, Owner and President, Criterion Resources, Inc. Woodland Hills CA

Aaron has done a fantastic job of following up, keeping me on track, helping me to define my goals and objectives, and ultimately helping me to realize them. I would highly recommend Aaron to anyone serious about achieving their goals. Craig Huston Advanced Cost Solutions Your Waste Management Consultants, Camarillo, CA

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**"When" addresses a commonly observed, yet unnecessary, division of labor that exists within many organizations. Too often it has been observed that there is a division creating a "Them versus Us or We" mentality in businesses.**



**This book discusses how to communicate a message, create "buy-in" from your staff and develop more productive teams through a process of goal setting.**

**"Picture someone going through the best experience they have ever had in terms of training – that is what I experienced during our coaching sessions with Aaron. The principals he teaches have made a real difference in my personal life and career. His professionalism and integrity move his clients beyond mere success. *Natasha V. Guthrie Troop Real Estate***

"I wanted to thank you for your constant encouragement and your unwavering positive energy. I finally understand what you have been trying to say to me. I finally am AWARE of my existence. This is the best time of my life and I am going to enjoy every second of it instead of being an audience watching the play. When I smile now, I am truly smiling on the inside and now I am sure that it shows." Keav Ung Financial Advisor

"Aaron Danchik has been an integral asset to the building of our Organization's infrastructure, in particularly in the areas of marketing, brand awareness, team-building and employee expectations." Michelle Salazar, President, Criterion Resources