

For Immediate Release:

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Do People Just Need a Better “Reason” to Do the Right Thing?

(New York, NY) While most pastors and ethics experts teach people values and how to make good choices--because it's the right thing to do--Dr. Sheldon E. Williams is focused on something very different.

**He's giving people a *reason* to stick to what's right—
9 reasons, actually.**

Sure, you can have a great set of values you believe in, but what really keeps you from “stepping over the line” in the heat of the moment or when the pressure is on? That's when everything changes, and good intentions dry up, disappear altogether, or just get conveniently shoved out of sight and out of mind.

His solution? Get practical. Dr. Williams identifies 9 areas of our lives that we would never dream of putting at risk. He then shows exactly what can happen when we're pressured to make even the smallest compromises “against our better judgment.” We give away personal power, sour relationships, and chip away at our health, finances, family life, business opportunities, and more—not just our core values, but our reasons for having values in the first place.

His stories and examples are full of surprising consequences, many of which we might never associate with certain choices. Then, armed with practical solutions, Dr. Williams shows how us how to make choices that help us avoid living with regret or lying awake at night wondering how we could have done (or why we didn't do) things differently. His audiences learn how to:

- Identify “hot spots” for potential compromise at home and work
- Recognize when you're starting to make up the rules as you go
- Protect yourself from common pitfalls and outside pressures
- Generate simple, creative solutions to everyday dilemmas
- Use daily reminders to create new habits and stay on track

About Rev. Dr. Sheldon E. Williams

Rev. Dr. Williams, author of ***Principle Centered Living: 9 Reasons to Maintain Your Values in a Pressure-Filled World***, is devoted to developing principle-centered leaders worldwide. An active pastor, he also teaches, consults, and speaks internationally, often sharing the platform with political leaders, including former President Bill Clinton.