

Matthew Cossolotto Unveils the Ebenezer Effect – Reveals Life-Changing, Stoic Lessons from Dickens' Ebenezer Scrooge

An author and guest speaker, Cossolotto is a former speechwriter for top leaders at NATO, the U.S. House Speaker, and aide to Congressman Leon Panetta

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EINPresswire.com/ -- Author, guest speaker and speech coach, [Matthew Cossolotto](#) believes this holiday season is the perfect time to recognize several

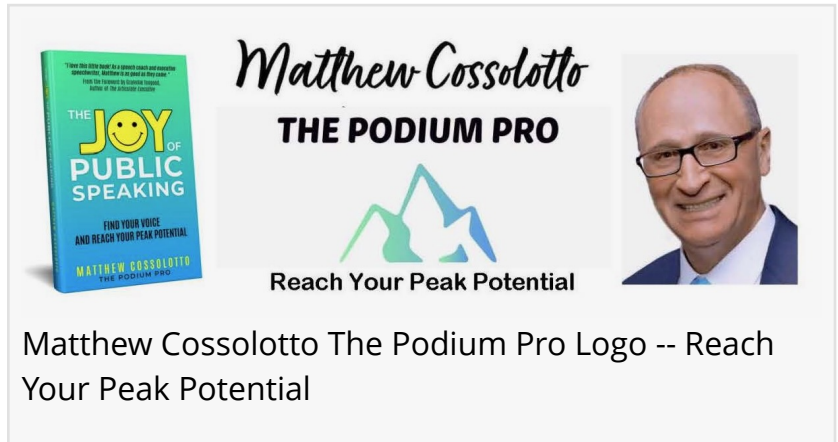
powerful lessons from Charles Dickens' memorable miser, Ebenezer Scrooge. Cossolotto asserts that some of these lessons are right out of the ancient Stoic playbook.

“

Scrooge shows it's never too late to change. He demonstrates the Stoic principle of *Memento Mori*. So this holiday season harness the Ebenezer Effect. Go ahead. Be a Scrooge!”

Matthew Cossolotto, Guest Speaker and Author of The Joy of Public Speaking

In Dickens' story, Scrooge comes face-to-face with the effects of his lifetime of negative habits and attitudes when a series of imaginary spirits escort him to scenes from his past, present and potential future. The first apparition to pay him a visit is Scrooge's deceased business partner, Jacob Marley, who tells Scrooge: "I wear the chain I forged in life. I made it link by link, and yard by yard; I girded it on of my own free will, and of my own free will I wore it."



In A Christmas Carol, Dickens tells the story of a wealthy miser whose name has become virtually synonymous with words like "heartless," "stingy," "penny-pincher," "tightwad," and "money-grubber."

But Cossolotto believes those unflattering adjectives miss the mark. He contends it's really an empowering tale about redemption and personal transformation. Unlikely as it may seem, Cossolotto suggests that Ebenezer Scrooge should be hailed as one of the great role models for lightning-fast personal change.

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After Scrooge encounters disturbing events from the Past and the Present, the ghost of Christmas-Yet-To-Come transports him to a time in the future when Scrooge's loyal employee Bob Cratchit's son, Tiny Tim, has just died. Why? Because his father couldn't afford proper medical care on the meager salary Scrooge paid him. Upon hearing this news, Scrooge is forced to confront the tragic result of his cruel stinginess, and this has a deep emotional impact.

Scrooge is then escorted by the ghost to a time just after his own funeral. Here he endures the painful, unvarnished truth of what people really think of him. It's an alarming but invaluable wake-up-call for the stone-hearted curmudgeon. Soon thereafter Scrooge comes face-to-face with his own tombstone. Dickens writes: "The Spirit was immovable as ever. Scrooge crept towards it, trembling as he went; and following the finger, read upon the stone of the neglected grave his own name, Ebenezer Scrooge."

Here Scrooge encounters what Stoic philosophers would call "Momento Mori," a reminder that we are all mortal. The Stoics use Momento Mori as motivation to not waste time, to appreciate that life is short, and that we should make the most of our precious time here on earth.

Spurred on by this up-close-and-personal rendezvous with his own mortality, Scrooge asks the Spirit to assure him that he "yet may change these shadows you have shown me, by an altered life!" He exclaims to the Spirit: "I am not the man I was. I will not be that wretched creature any longer."

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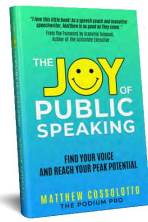
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Matthew Cossolotto (aka "The Podium Pro") is an author, guest speaker, and creator of Personal Empowerment Programs (PEPTalks). His high-profile speechwriting and speech coaching career spans the corridors of power and influence on both sides of the Atlantic—from NATO headquarters in Brussels, Belgium, to the Speaker's Office in the U.S. House of Representatives. A former aide to Congressman Leon Panetta, Matthew has coached and penned speeches for senior executives at UCLA, PepsiCo, MasterCard, IBM, and other Fortune 100 corporations.

The Joy of Public Speaking is the first book in Matthew's personal empowerment trilogy. Two additional books are coming soon: *Harness Your HabitForce* – which spotlights the seven habits of FAILURE and SUCCESS – and *Embrace Your Promise Power* – featuring an extensive foreword by Jack Canfield, co-creator of the *Chicken Soup for the Soul* series.

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Matthew Cossolotto's Speaker One Sheet -- providing potential clients and venues with an overview of his Personal Empowerment Programs (PEPTalks)



TRIAD EMPOWERMENT SYSTEM
 HABITS / SPEAKING / PROMISES

Matthew Cossolotto's Triad Empowerment System
 Logo - Habits, Speaking, Promises

Scrooge feels an intense motivation to change his ways, and he is indeed transformed overnight. He awakens the next morning, Christmas Day, a changed man. Delighted to still be alive with a chance for redemption, Scrooge exclaims: "I am as light as a feather. I am as happy as an angel. I am as merry as a schoolboy!"

A key feature of the Ebenezer Effect, says Cossolotto, is that personal transformation can happen quite suddenly, even overnight – if you believe it can and if you have the right motivation.

Another life-changing lesson from Scrooge, suggests Cossolotto, is that we all have the ability to project ourselves into the future and imagine what people are likely to say about us after we're gone. Scrooge almost waited until it was too late.

"The good news," says Cossolotto, "is you don't have to wait for a ghostly escort service or a near-death experience. Fortunately for all of us, the Ebenezer Effect is available at any moment. You can take this journey anytime you want through the power of your own imagination."

As Cossolotto describes in his forthcoming book *Harness Your HabitForce*, there's a readily accessible way to harness the power of the Ebenezer Effect. What should you do? According to Cossolotto, you should sit down, grab a pen and notepad, and write your own eulogy. He says this is a great way to implement the Stoic principle of *Memento Mori*.

Cossolotto explains: "Writing your own eulogy is not a morbid exercise. In reality, doing so will help you jumpstart and sustain positive change in your life by establishing a clear blueprint for what you want to accomplish, what kind of person you aspire to be, and how you want to be remembered. It will clarify both your purpose and your desired legacy. This will motivate you to take action and stop wasting time."

More About Matthew Cossolotto

Cossolotto's high-profile leadership communications career spans the corridors of power and influence on both sides of the Atlantic -- as a former speechwriter for top leaders at NATO headquarters in Brussels, the Speaker of the U.S. House of Representatives, the Chancellor of UCLA, senior executives of several Fortune 100 corporations, and as a legislative aide to former Congressman Leon Panetta.

As a guest speaker and workshop leader, Cossolotto has shared his ideas and expertise with a wide range of domestic and international audiences, including corporations, associations, government agencies, conferences, schools, community groups, and nonprofits/NGOs.

Cossolotto explains: "My overriding goal is to help my audiences and clients replace negative, disempowering habits of thought with positive, empowering mindsets. This approach applies to all three 'power tools' in my Triad Empowerment System – Habits / Speaking / Promises – and my

trilogy of books on these topics.”

[The Joy of Public Speaking](#) is the first book in Cossolotto's personal empowerment trilogy. Two additional books are coming soon. *Harness Your HabitForce* highlights the seven habits of FAILURE and SUCCESS and includes a chapter on the Ebenezer Effect. *Embrace Your Promise Power* features an extensive foreword by Jack Canfield, co-creator of the Chicken Soup for the Soul® series.

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