

# Redefining Success: “It’s Never About the Money” by Michelle Simms-Reiter Tops Amazon’s Best Seller List

RALEIGH, NC, UNITED STATES, February 5, 2025 /EINPresswire.com/ -- [Michelle Simms-Reiter](#)’s latest book, [It’s Never About the Money](#): Activating the Performance Motivator System to Attract, Retain, and Motivate People, has reached bestseller status on Amazon. Published by Game Changer Publisher, it offers a fresh perspective on the role of money in business and has resonated with readers seeking practical and sustainable approaches to leadership and growth.

Through practical insights, personal stories, and a structured methodology known as the Performance Motivator System, the book offers a fresh perspective on how businesses can thrive by focusing on leadership, culture, and aligned values rather than simply prioritizing monetary compensation packages. It targets leaders and organizations striving for lasting success, even in uncertain times.

Rather than positioning money as the ultimate goal of each individual team member, the book emphasizes the importance of nurturing a strong organizational culture, effective leadership, and clear alignment with each individual’s core values and motivations for WHY they work. In a marketplace often dominated by the belief that competitive and aggressive comp packages being the ONLY way to attract great talent, It’s Never About the Money contends that these principles are the real drivers of innovation, employee satisfaction, and business longevity.

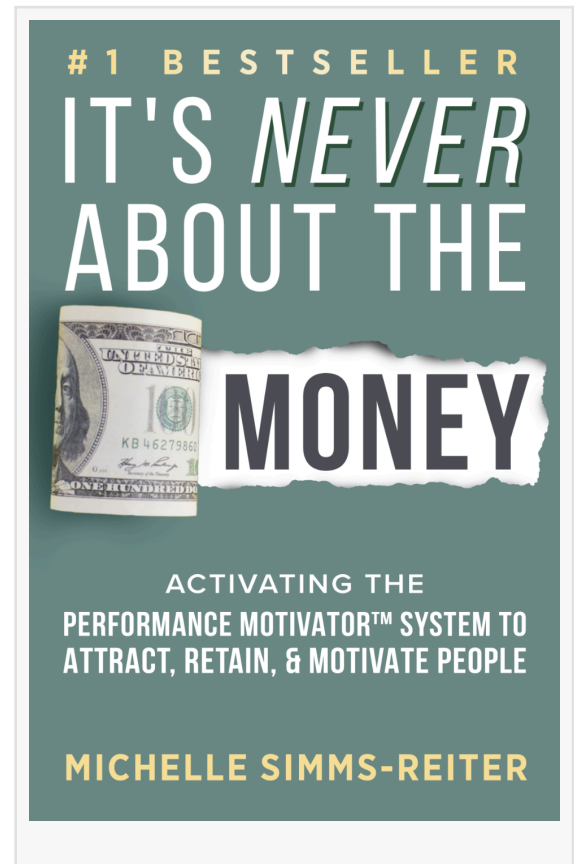
Michelle introduces readers to the Performance Motivator System, a step-by-step framework designed to help organizations:

Attract and retain top talent

Build a workplace culture that inspires loyalty and high-performance

Increase employee morale and engagement

Navigate challenges with resilience and purpose



“Success in business is not a matter of focusing solely on financial outcomes,” says Simms-Reiter. “Instead, it’s about investing in the people and systems that create a thriving, values-driven organization. It’s Never About the Money invites leaders to rethink what it means to achieve sustainable success; each of these things always proves as advantageous to the bottom line in every organization. Companies do not need to choose between profits and people. When they create their Signature Cultures using my system, they get to have both, and everyone wins.”

The release of *It’s Never About the Money* comes at a time when many organizations are experiencing significant transitions and looking for ways to adapt to evolving economic conditions. The book’s practical strategies and relatable examples offer a timely guide for businesses aiming to stay relevant, encourage innovation, and create environments where employees feel valued and motivated to succeed, thus allowing them to stand apart from the rest of the competition to gain the best of the best.

Michelle Simms-Reiter is an accomplished business leader and thought innovator in organizational strategy. Drawing on years of experience as an entrepreneur, executive coach, and consultant, she is known for helping organizations transform their operations to achieve exceptional results. Her expertise has made her a sought-after speaker and advisor for businesses looking to unlock their potential by focusing on people-first strategies.

For more information about her work and available resources, please visit [www.PerformanceMotivator.com](http://www.PerformanceMotivator.com).

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