

THE CONTINUUM OF CHANGE

IMPACTING CHANGE THROUGH MOMENTS THAT MATTER

JOHN BURNS, MIKE BURNS & MEGHAN DAVIS HILL

DESCRIPTION

The most powerful capital we possess is our will to do good—our goodwill capital—and John and Mike Burns learned from a young age just how effective harnessing it can be. Our ability to attain the highest levels of success and peace is not directly tied to money or status but rather to the amount of opportunity and positivity we invest in others. But in a world overflowing with complexity and noise, creating meaningful change and productively investing our goodwill capital can feel out of reach.

The Continuum of Change illuminates a practical framework that reveals how everyday moments hold powerful opportunities for impact. Using examples and strategies from their own experiences, the Burns brothers empower us to understand behaviors and concepts on a deeper level, inspiring transformative actions that can truly make a difference, and offering ways we can all grow in our success, in our relationships, and in our happiness.

KEY SELLING POINTS

- Covers a practical framework for change, a simple yet powerful methodology for creating meaningful change in everyday moments
- Includes real-life stories and insights that inspire readers to take action in their own lives
- Provides actionable strategies for leveraging diverse perspectives in workplaces, schools, and communities
- Incorporates leadership lessons from personal experience, including the importance of advocacy, allyship, and stepping into informal leadership roles
- Each chapter includes actionable reflection questions, helping readers apply lessons to their own lives

MARKETING

- Authors will run robust national advertising and PR campaign that includes television, podcasts, print, online publications, and social media. In addition, authors will travel to major cities in the US to promote the book at philanthropic and business events.
- Multimedia teasers will be developed and posted on social media and authors' well-established websites, including behind-the-scenes videos of authors discussing the content, offering sneak peaks, and demonstrating the content in action at live events throughout the year.
- Extensive email marketing campaign will be sent using authors' impressive contact lists.
- Book will be featured at authors' private clubs (owned & operated by The Burns Brothers) HQ House in Washington, D.C. and HQ Kenya House in Nairobi, Kenya.
- Reviews & endorsements will be collected through current strong relationships with leaders in business, entertainment, and politics.

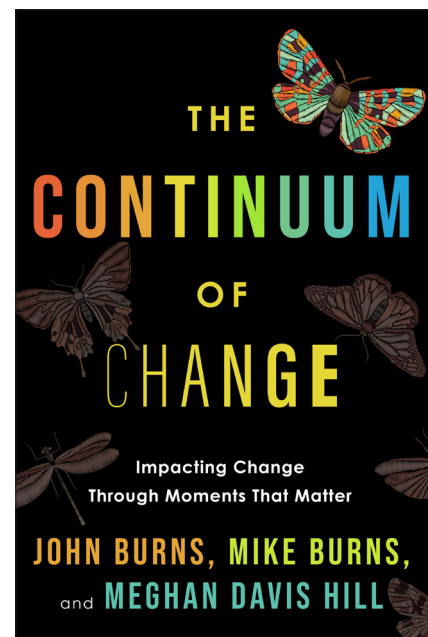
AUTHOR BIOS



John Burns, JD, and Mike Burns, MBA, are visionary entrepreneurs and cofounders of The Burns Brothers, a creative agency and consultancy specializing in innovative solutions at the intersection of culture, business, and impact. The brothers have been featured by ABC News and Monarch Magazine. Meghan Davis Hill, JD, has over twenty years of experience ghostwriting and editing for an array of writers, including bestselling book authors and award-winning screenplay writers.

"John and Mike are different because they work in the critical intersection of culture, arts, media, and entertainment. They work with leaders of thought and influencers together. This work matters NOW."

—John Gibson, Vice President
Motion Picture Association of America



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—JOHN GIBSON, Vice President, Motion Picture Association of America

"The Burns Brothers are different. They're looking for needle-movers. They work toward more visibility by highlighting the work that's happening on the backburners where the bulk of the work takes place - this is work we're all called to do. The Burns Brothers are changing perceptions and expectations. I've seen them do it time and again."

—BRYAN TERRELL CLARK, Broadway star of *Hamilton* and *Thoughts of a Colored Man*

"We embrace this work to recognize people who make real change. Kindness, humility, and commitment define Mike and John Burns."

—D-NICE, internationally renowned D.J. and producer

"The Burns Brothers are true visionaries and cultural architects, embodying a steadfast commitment to self-improvement, community enhancement, and global betterment. For nearly two decades, their transformative leadership has been a driving force for positive impact and change."

—TANYA LOMBARD, Vice President Global External Affairs and Strategic Alliances, AT&T

"This [work] is inspirational and motivational.

We have to take the initiative to help not just our generation but the generations to come."

—ERIN HARRIS, Senior Vice President, Combs Enterprises (works closely with Jay-Z, Kevin Hart, LeBron James, Lenny S., etc.)

"Mike and John Burns are cultural outliers. They've fused business acumen and love for their community to curate culturally brilliant luxury that values the humanity of every person they touch."

—JEFF JOHNSON, Journalist & Managing Director, Actum

"Mike and John embody the essence of possibility, not only through their individual and collaborative accomplishments, but also by inspiring hope and giving others permission to be courageous and unapologetically excellent."

—JOTAKA EADDY, Founder & CEO, Full Circle Strategies

"They will make you laugh, and they will make you think. But above all, John and Mike Burns will make you better. To them, leaving the world a better place is not an option, but rather an obligation."

—ALPHONZO TERRELL, Co-Founder & CEO Spill