

Getting Naked A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty J B Lencioni Series

Ask better questions, and you will get better results. Top business coach Mark Moses has identified four critical questions every business leader should explore on their journey to business and life success. Called The Make Big Happen Questions, they are: 1. What do you want? 2. What do you have to do? 3. What could get in the way? 4. How do you hold yourself accountable? Mark explains how these questions are the foundation of every fast-growing profitable business and how answering them in the right way can lead to exceptional results. With over thirty years of entrepreneurial and business success, Mark is a leading entrepreneur and CEO coach who knows how to turn a good business and a satisfying life into a great business and an extraordinary life. No matter your situation, Make Big Happen! will show you how to live, work, and give BIG!"

Another extraordinary business fable from the New York Times bestselling author Patrick Lencioni Written in the same dynamic style as his previous bestsellers including The Five Dysfunctions of a Team, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it means to provide value to its clients. Offers a key resource for gaining competitive advantage in tough times Shows why the quality of vulnerability is so important in business Includes ideas for inspiring customer and client loyalty Written by the highly successful consultant and business writer Patrick Lencioni This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

Leadership lessons from the iconic brand you can use to drive Disney-style success In helping Walt Disney create "The Happiest Place on Earth," Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth. Disney U examines how Van France's timeless company values and leadership expertise have turned into a training and development dynasty: the Disney U. The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world-famous Disney brand. Doug Lipp is an internationally acclaimed expert on customer service, leadership, change management and global competitiveness, specializing in the lessons he learned at the Disney U.

Nick Friedman and Omar Soliman started the multimillion-dollar franchise College Hunks Hauling Junk when they were just twenty two, and they've been having the time of their lives ever since. What's their secret? That's just it--there isn't one. There's no fancy software or complicated business schemes. No outside investors or quirky market niche. They just followed 10 common-sense commandments to building a straightforward, fun, and successful business that does a simple job well. Anyone can understand it, and anyone can do it.

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

The blockbuster bestseller now in a manga edition--fully illustrated and fun to read! Beautifully illustrated by Kensuke Okabayashi, this enthralling edition of Patrick Lencioni's massive bestseller gives readers a new format in which to understand the fascinating, complex world of teams. Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight. Throughout the story, Lencioni reveals the five dysfunctions that go to the heart of why teams--even the best ones--often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. This is a compelling fable with a powerful, yet deceptively simple message for all those who strive to be exceptional leaders. Kensuke Okabayashi (Jersey City, NJ) is a working illustrator, a graduate of the School of Visual Arts, and an instructor at the Educational Alliance Art School in New York City.

"Lead With Respect is a terrific book that puts the elements of genuine motivation into a broader context and helps leaders translate those principles into action." —Daniel H. Pink, author of To Sell Is Human and Drive "The Ballé books are a great way to get started or to speed up your pace of transformation, personal and organizational." —Jim Womack, Founder of Lean Enterprise Institute In their new business novel Lead With Respect, authors Michael and Freddy Ballé reveal the true power of lean: developing people through a rigorous application of proven tools and methods. And, in the process, creating the only sustainable source of competitive advantage—a culture of continuous improvement. In this engaging and insightful story, CEO Jane Delaney of Southcape Software discovers from her sensei Andy Ward that learning to lead with respect enables her to help people improve every day. "For us, lean is all about challenging yourself and each other to find the right problems, and working hard every day to engage people in solving them," he says. Lead With Respect's timely message brings a new understanding of lean. While lean has become essential for companies to compete in today's global economy, most practitioners see it as a rigorous focus on process to produce higher quality goods and services—a limited understanding that fails to realize the true power of this approach. This new novel by the Ballés, the third in a series that includes Shingo Research Award-winners The Gold Mine and The Lean Manager, breaks new ground by sharing huge amounts of practical information on the most important yet least understood aspect of lean management: how to develop people through a rigorous application of lean tools. You'll learn: How to apply Lead With Respect attitudes to the lean tools you are using now so that you develop a truly sustainable lean culture. What specific steps to follow to make lean leadership behaviors daily habits. How to manage with respect through the emotion, conflict, tension, and self-doubt that you'll face during a lean transformation.

A commemorative edition of the landmark book from Patrick Lencioni When it was published ten years ago, The Five Temptations of a CEO was like no other business book that came before. Highly sought-after management consultant Patrick Lencioni deftly told the tale of a young CEO who, facing his first annual board review, knows he is failing, but doesn't know why.

Refreshingly original and utterly compelling, this razor-sharp novelette plus self-assessment (written to be read in one sitting) serves as a timeless and potent reminder that success as a leader can come down to practicing a few simple behaviors—behaviors that are painfully difficult for each of us to master. Any executive can learn how to recognize the mistakes that leaders can make and how to avoid them. The lessons of *The Five Temptations of a CEO*, are as relevant today as ever, and this special anniversary edition celebrates ten years of inspiration and enlightenment with a brand new introduction and reflections from Lencioni on the new challenges in business and leadership that have occurred in the past ten years.

Create breakthrough marketing campaigns that achieve staggering consumer response rates by harnessing the power of R.E.D. Marketing: a transparent and flexible methodology from the CEO and CMO of marketing powerhouse Yum! Brands—Taco Bell, KFC, Pizza Hut—with a genuine track record of success. Sidestep the other marketing books, courses, articles, and even TED talks that offer hypothetical explanations that sound sensible. Embrace the proven, systematic approach of RED Marketing, which the recent CEO and current CMO of Yum! Brands applied to lead Taco Bell and KFC to double digit growth—no PhD required! In 2011, Greg Creed had just been elevated from President to CEO of Taco Bell, a brand in deep distress at the time. It was on his shoulders to turn things around quickly along with co-author and CMO, Ken Muench. Together they developed the R.E.D (Relevance, Ease, Distinctiveness) method. It's simple methodology does not require complicated terms and a PhD to understand, it's actually quite simple—marketing works in three very different ways: Relevance—Is it relevant to the marketplace? Ease—Is it easy to access and use? Distinction—Does it stand out from competition? Combining actual examples from Yum! and other recognizable brands of every size around the world; the latest findings in marketing, neuroscience, and behavioral economics; and the author's own experience marketing three different brands across 120 countries—your brand can set and achieve a truly breakthrough marketing campaign utilizing R.E.D Marketing.

Working at the local processing plant, Marcos is in the business of slaughtering humans—though no one calls them that anymore. His wife has left him, his father is sinking into dementia, and Marcos tries not to think too hard about how he makes a living. After all, it happened so quickly. First, it was reported that an infectious virus has made all animal meat poisonous to humans. Then governments initiated the “Transition.” Now, eating human meat—“special meat”—is legal. Marcos tries to stick to numbers, consignments, processing. Then one day he's given a gift: a live specimen of the finest quality. Though he's aware that any form of personal contact is forbidden on pain of death, little by little he starts to treat her like a human being. And soon, he becomes tortured by what has been lost—and what might still be saved.

In *The Five Dysfunctions of a Team* Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams. Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight. Throughout the story, Lencioni reveals the five dysfunctions which go to the very heart of why teams even the best ones—often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a powerful yet deceptively simple message for all those who strive to be exceptional team leaders.

Ken Blanchard's *Leading at a Higher Level* techniques are inspiring thousands of leaders to build high-performing organizations that make life better for everyone. Now, in *Helping People Win at Work*, Blanchard and WD-40 Company leader Garry Ridge reveal how WD-40 has used Blanchard's techniques of Partnering for Performance with every employee—achieving levels of engagement and commitment that have fortified the bottom line. Ridge introduces WD-40 Company's year-round performance review system, explaining its goals, features, and the cultural changes it requires. Next, he shares his leadership point of view: what he expects of people, what they can expect of him, and where his beliefs about leadership and motivation come from. Finally, Blanchard explains why WD-40 Company's Partnering for Performance system works so well—and how to leverage its high-value techniques in your organization. In this book, you'll learn how to:

- Stop building failure into your mentoring of employees
- Set goals using the SMART approach: specific, motivational, attainable, relevant and trackable
- Help people move through all four stages of mastery
- Create a culture that shares knowledge and encourages nonstop learning

“I'm thrilled that the first book in our *Leading at a Higher Level* series is with Garry Ridge, president of WD-40 Company. For years I've been concerned about how people's performance is evaluated. People are often forced into a normal distribution curve, or even worse, rank ordered. Not only does this not build trust, it also does not hold managers responsible for coaching people and helping them win. The manager's responsibility is focused on sorting people out. When I was a college professor, I always gave my students the final exam at the beginning of the course and spent the rest of the semester helping them answer the questions so that they could get an A. Life is all about getting As, not some stupid normal distribution curve. Garry Ridge got this, and wow! What a difference it has made in WD-40 Company's performance.”

--Ken Blanchard “When I first heard Ken talk about giving his final exam at the beginning of the course and then teaching students the answers so they could get an A, it blew me away. Why don't we do that in business? So that's exactly what I did at WD-40 Company when we set up our ‘Don't Mark My Paper, Help Me Get an A’ performance management system. Has it made a difference? You'd better believe it. Ever since we began the system, our company's annual sales have more than tripled, from \$100 million to more than \$339 million. And we've accomplished this feat while making the company a great place to work.” --Garry Ridge

This guide shows readers how to transform a traditional organization into an evolutionary one with a framework and mindset that offer a new way of leading and approaching

change. Now more than ever, society is demanding change, and organizations are being asked to shift into more conscious and agile business practices. Yet, most of what people believe about leadership, effective workplaces, and how to create lasting change is either incomplete or outright incorrect. And even if the desire to change is there, understanding of how to achieve it is elusive. This book holds the key. It introduces the Shift Evolutionary Leadership Framework (SELF), which helps leaders create the understanding and application needed to evolve high performance. At the core of the book are dozens of business patterns that cut across seven dimensions of organizational functioning. The traps of traditional organizations are contrasted with the high-performance practices of evolutionary organizations. Authors Michael Sahota and Audree Tata Sahota explain the steps of leading beyond change—evolving beyond servant leadership to make the inner shift needed to unlock the practical skills and techniques. Whether readers call this shift business agility, Teal Agility, evolutionary, or the future of work, it is possible to create high-performing organizations filled with energized people who are able to surf the waves of change.

From bestselling author Jon Gordon comes a spiritual fable about the power of faith, hope, and love Meet Jay and Kay. They're twins, and like many teenagers their age, they're dealing with stress and anxiety. One day on their way to school, they have a nice conversation with their old family friend and youth soccer coach, Mr. Erwin, who shows them a special garden he created in his backyard. The garden serves as both a place and a metaphor for Mr. Erwin to share a powerful paradigm and practical strategies to help the twins overcome their fear, stress, and anxiety. The Garden is an enlightening and encouraging spiritual fable that reveals the 5 D's that can sabotage us and a proven plan to help us overcome and win the battle in our mind. Rooted in Jon Gordon's faith tradition, this fable is a different kind of book than his previous business fables. However, in his familiar trademark style, he takes a complex subject and simplifies it to help people take action and improve their lives. Everyone will struggle with fear, anxiety, or stress at some point in their lives, and everyone will have to overcome these challenges to create the life they were meant to live. Given that there are many contributing factors that influence how we think and feel, Jon wrote this book to share how the power of love, encouragement, truth, faith, and belief can be part of the solution. Having worked with countless leaders, companies, sports teams, professional athletes, and high school students, Jon Gordon infuses this life-changing story with thought-provoking ideas, practical strategies, and a framework to overcome fear with faith. Whether you are dealing with fear, stress, and anxiety yourself, have a family member that struggles, or are a mental health expert that works with clients, if any of the ideas in this book can be useful to you or the people you love and care about, then it's worth a walk through The Garden with Jay, Kay, and Mr. Erwin to discover ways to persevere through life with the power of faith, hope, and love.

Casey McDaniel had never been so nervous in his life. In just ten minutes, The Meeting, as it would forever be known, would begin. Casey had every reason to believe that his performance over the next two hours would determine the fate of his career, his financial future, and the company he had built from scratch. "How could my life have unraveled so quickly?" he wondered. In his latest page-turning work of business fiction, best-selling author Patrick Lencioni provides readers with another powerful and thought-provoking book, this one centered around a cure for the most painful yet underestimated problem of modern business: bad meetings. And what he suggests is both simple and revolutionary. Casey McDaniel, the founder and CEO of Yip Software, is in the midst of a problem he created, but one he doesn't know how to solve. And he doesn't know where or who to turn to for advice. His staff can't help him; they're as dumbfounded as he is by their tortuous meetings. Then an unlikely advisor, Will Peterson, enters Casey's world. When he proposes an unconventional, even radical, approach to solving the meeting problem, Casey is just desperate enough to listen. As in his other books, Lencioni provides a framework for his groundbreaking model, and makes it applicable to the real world. Death by Meeting is nothing short of a blueprint for leaders who want to eliminate waste and frustration among their teams, and create environments of engagement and passion.

Romain was born with a silver spoon in his mouth. At 18, he leaves his family for a home in the forest, learning to live off the land rather than his family's wealth. Éléna flees a house of blood and mayhem, taking refuge in a monastery and later in the rustic village of Rivière-aux-Oies. One day, while walking in the woods, Éléna hears the melody of a clarinet and comes across Romain, who calls himself Starling and whom Éléna later renames Douglas, for the strongest and most spectacular of trees. Later a child named Rose is born. Fade to black. When the story takes up again, Douglas has returned to the forest, Rose is in the village under the care of others, and Éléna is gone. From these disparate threads, Christine Eddie tenderly weaves a fable for our time and for all times. As the years pass, the story broadens to capture others in its elegant web — a doctor with a bruised heart, a pharmacist who may be a witch, and a teacher with dark secrets. Together they raise this child with the mysterious heritage, transforming this story into an ode to friendship and family, a sonnet on our relationship with nature, and an elegy to love and passion. The Douglas Notebooks was originally published in French as Les carnets de Douglas. This edition was translated by Sheila Fischman.

It's time to take your business to the next level. Eileen Sharp and Vic Hightower were frustrated. After years of profitable, predictable growth, Swan Services was in a rut. Meetings were called and discussions held, but few decisions were made and even less got done. People were pointing fingers and assigning blame, but nothing happened to solve Swan's mounting problems. It felt as though they were working harder than ever but with less impact. The company Eileen and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore. Their story is not unusual. The challenges they were facing are common, predictable, and solvable. Get A Grip tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients. The story of Swan Services is a fable, but the Entrepreneurial Operating System® is very real and has helped thousands of businesses worldwide. A complete entrepreneurial toolkit, EOS has helped thousands of businesses get to where they want to be. In Get A Grip, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With characters and

situations created from collective business experiences and stories, Get A Grip is a fable that will ring true for entrepreneurial leaders the world over and guide them to get their companies on track. The Ideal Team Player by Patrick Lencioni | Summary & Analysis Preview: Patrick Lencioni's The Ideal Team Player: How to Recognize and Cultivate The Three Essential Virtues posits that in order to succeed—especially in a work environment—one must be a team player. Business leaders must be able to identify and hire team players to secure the best possible advantage over their competitors and leverage all the benefits of teamwork. Ideal team players share three core virtues: They are hungry, humble, and smart. To illustrate the ideal team player model in practice, Lencioni offers the hypothetical example of Valley Builders, a construction firm in Napa. Using this extended hypothetical as referent, Lencioni illustrates the components of the ideal team and explains how to apply them. Valley Builders was founded some 30 years ago by Bob Shanley. On the advice of his doctor, Shanley is retiring, but at a critical juncture: the firm has just inked deals on its two biggest jobs to date... PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread Summary of The Ideal Team Player: · Overview of the Book · Important People · Key Takeaways · Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways, summary and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience.

Greg Gianforte, the nation's top Bootstrapper, shows you the advantages of Bootstrapping vs. traditionally financed start-ups. You'll also learn how the unconventional Bootstrapping mindset-inventive, pioneering, and skeptical of conventional wisdom-applies to you and your business. With Bootstrapping Your Business at your side, you'll gain the advantage you need to outperform the competition-and succeed in today's take-no-prisoners marketplace.

Getting Naked A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty John Wiley & Sons

Sharpen Your Marketing Message - Cut Through the Noise - Win More Ideal Clients Radical Relevance will help you cut through the daily barrage of message overload your prospects experience, to reach the right people at the right time with the right message. You will learn principles, strategies, and tangible tactics to help you: - Craft an irresistible marketing message that attracts the attention of your ideal clients. - Create a Unique Selling Proposition that makes you look different and separates you from your competition. - Brand your business through the problems you solve and the opportunities you create. - Create and deliver an Elevator Pitch that is authentic and compelling. - Reach more high-level prospects who need your value. - Persuade and move prospects to action so they follow your recommendations. - Build a more profitable, fulfilling, and enjoyable business. RADICAL RELEVANCE is filled with value proposition examples and unique branding case studies. RADICAL RELEVANCE is your road map to growing your business in a crowded and noisy marketplace. RADICAL RELEVANCE is about finding the bullseye for your business. You start with a relentless passion for truly knowing your clients - for identifying and solving their critical challenges and maximizing their opportunities. You narrow your focus to define a clear and profitable target market. Then, you zero-in to identify your Right-Fit Clients(TM). Continually tightening up your focus allows you to sharpen your marketing message - to cut through all the noise in the marketplace and resonate with your prospects - to capture their attention and compel them to take action. RADICAL RELEVANCE is about solving the right problems, with the right product or service, for the right people, with the right message, through the right medium, at just the right time. RADICAL RELEVANCE is not a theory. It's your path to exponential growth. Your radically relevant message will be irresistible to just the right prospects, compelling them to follow your recommendations, while simultaneously repelling those prospects who aren't a perfect fit for your business. BILL CATES, CSP, CPAE is an internationally recognized client-acquisition expert and highly sought-after speaker. Elected by his peers into the Professional Speakers Hall of Fame, Bill has delivered his impactful, high-energy message on six continents to more than half a million professionals, executives, and business owners. Bill is the author of three Best Sellers: Get More Referrals Now, Don't Keep Me a Secret, and Beyond Referrals. Through his presentations, consulting, coaching, and video-based training programs, Bill shows businesses of all sizes how to increase revenue without increasing their marketing budgets. A successful entrepreneur, Bill built and sold two successful companies before turning his attention to businesses and professionals create irresistible value propositions. When Bill isn't working, he's planning his next adventure. Bill has trekked through the Himalayas of Nepal and the Andes of Peru, camped in the Arctic Circle, lived on a houseboat in Kashmir, and toured the country as a drummer in a rock and roll band. It's time to take a stand with your value It's time to get Radically Relevant BE RELEVANT OR BE IGNORED BE COMPELLING OR BE FORGOTTEN

First collected by his devoted family and colleagues as a 75th birthday present, The Unpublished David Ogilvy collects a career's worth of public and private communications - memos, letters, speeches, notes and interviews - from the 'Father of Advertising' and founder of Ogilvy & Mather. Still fizzing with energy and freshness more than 25 years after it was first published, its success outside the private circle of friends and colleagues it was created for was, in the words of one of its editors: 'because so often he spoke out on important matters long before the crowd caught up to him; because all of what he says, he says so well; because so little of what he says in the book had ever before appeared in print'. It includes The Theory and Practice of Selling the AGA Cooker, described by Fortune magazine as 'the finest sales instruction manual ever written', and an interview in which he makes disclosures that even long-standing associates had never heard before. This is a business book unlike any other: a straightforward and incisive look at subjects such as salesmanship, management and creativity, presented in his trademark crisp prose. Whether carefully prepared for a lecture or as a private joke to a friend, his writing always underlines the importance of the rule, 'it pays an agency to be imaginative and unorthodox'.

In this stunning follow-up to his best-selling book, The Five Temptations of a CEO, Patrick Lencioni offers up another leadership fable that's every bit as compelling and illuminating as its predecessor. This time, Lencioni's focus is on a leader's crucial role in building a healthy organization--an often overlooked but essential element of business life that is the linchpin of sustained success. Readers are treated to a story of corporate intrigue as the frustrated head of one consulting firm faces a leadership challenge so great that it threatens to topple his company, his career, and everything he holds true about leadership itself. In the story's telling, Lencioni helps his readers understand the disarming simplicity and power of creating organizational health, and reveals four key disciplines that they can follow to achieve it.

Drawing on the concepts and principles taught at the Disney Institute, a former Disney executive introduces a series of strategies designed to promote "magic" within any organization, enhanced by real-life anecdotes and sound business advice.

Willy Wonka's famous chocolate factory is opening at last! But only five lucky children will be allowed inside. And the winners are: Augustus Gloop, an enormously fat boy whose hobby is eating; Veruca Salt, a spoiled-rotten brat whose parents are wrapped around her little finger; Violet Beauregarde, a dim-witted gum-chewer with the fastest jaws around; Mike Teavee, a toy pistol-toting gangster-in-training who is obsessed with television; and Charlie Bucket, Our Hero, a boy who is honest and kind, brave and true, and good and ready for the wildest time of his life! "Rich in humor, acutely observant, Dahl lets his imagination rip in fairyland." --The New York Times

The enhanced edition includes over 30 minutes of video featuring author Patrick Lencioni exploring the book's concepts more in-depth and providing new illustrative stories. It also includes color PDFs of many of the book's models, tools, and assessments.

Shay was still angry but shrugged nonchalantly as if to say, it's not that big of a deal. "So, what am I wrong about?" "You're not going to want to hear this, but I have to tell you anyway." Liam paused before finishing. "You might be working hard, but you're not doing it for the company." "What the hell does that mean?" Shay wanted to know. Knowing that his adversary might punch him for what he was about to say, Liam responded. "You're doing it for yourself." New York Times best-selling author Patrick Lencioni has written a dozen books that focus on how leaders can build teams and lead organizations. In *The Motive*, he shifts his attention toward helping them understand the importance of why they're leading in the first place. In what may be his edgiest page-turner to date, Lencioni thrusts his readers into a day-long conversation between rival CEOs. Shay Davis is the CEO of Golden Gate Alarm, who, after just a year in his role, is beginning to worry about his job and is desperate to figure out how to turn things around. With nowhere else to turn, Shay receives some hard-to-swallow advice from the most unlikely and unwanted source—Liam Alcott, CEO of a more successful security company and his most hated opponent. Lencioni uses unexpected plot twists and crisp dialogue to take us on a journey that culminates in a resolution that is as unexpected as it is enlightening. As he does in his other books, he then provides a straightforward summary of the lessons from the fable, combining a clear explanation of his theory with practical advice to help executives examine their true motivation for leading. In addition to provoking readers to honestly assess themselves, Lencioni presents action steps for changing their approach in five key areas. In doing so, he helps leaders avoid the pitfalls that stifle their organizations and even hurt the people they are meant to serve.

Do you want to be an entrepreneur? Are you serious about starting a business? Joel Primus will show you how. From the small country town of Abbotsford to the skyscrapers of New York, this book shares the hard-learned lessons and captivating story of the start-up of Naked Boxer Briefs, a Nasdaq publicly-traded company that had A-list celebrity endorsements, raised over 17 million dollars, and sold its product in department stores around the world, including Nordstrom and Bloomingdale's. Part memoir and part entrepreneurial start-up manual, *Getting Naked* reveals when to start your business, how to raise money, what is needed to build teams and hire employees, and why you need to develop a solid brand with objective-based operations and marketing. Just as important, it also delves into the personal sacrifices required of an entrepreneur, exploring the vital links between mental health, family, finding balance, and being true to you who are through it all. The life of an entrepreneur is an uphill road with sharp turns and hazardous road conditions. It's all too easy to lose both yourself and your business along the way. *Getting Naked* is your personal road map to business and personal success.

If today you are no longer willing to settle for mediocrity in your work, relationships, and your life, this book is for you. Within these pages is the powerful secret to unlocking your fullest potential as a career person, a parent, a friend, a mate, a lover, a human being. How? Through getting naked. *Getting Naked* is about living life as the fullest, most authentic version of you. It's about cutting the crap--releasing the baggage that has held you hostage for so long and embracing all of you; the good parts, the bad parts, the public parts, and the shadow parts, so you can integrate them and become an even stronger force of positivity in the universe, through the secrets of honest self-disclosure. (The key is it discover where and with whom to be emotionally naked--being vulnerable does not mean being stupid and careless.) For example: Practice being emotionally naked at the right place and the right time with the right people to release your negative patterns and create a provocative catalyst for reflection. Uncover new or hidden parts of yourself that can guide you to create a more fulfilling life. Apply the tools of naked self-disclosure to all areas of your life so you can enjoy greater meaning and satisfaction. This is a book of stories, strategies, and tips, designed to overcome the negative self-narratives that obscure personal resilience and wellbeing. There comes a time when you have to defy the voices that hold you back. *Getting Naked* teaches you that it is your indisputable birthright to question any limitation--anything that gets in the way of your own magnificence. This book will provide you the inspiration, tools, self-discovery and support to share your naked truth and in so doing to fulfill your uniqueness every day.

In yet another page-turner, New York Times best-selling author and acclaimed management expert Patrick Lencioni addresses the costly and maddening issue of silos, the barriers that create organizational politics. Silos devastate organizations, kill productivity, push good people out the door, and jeopardize the achievement of corporate goals. As with his other books, Lencioni writes *Silos, Politics, and Turf Wars* as a fictional—but eerily realistic—story. The story is about Jude Cousins, an eager young management consultant struggling to launch his practice by solving one of the more universal and frustrating problems faced by his clients. Through trial and error, he develops a simple yet ground-breaking approach for helping them transform confusion and infighting into clarity and alignment.

In his classic book, *The Five Dysfunctions of a Team*, Patrick Lencioni laid out a groundbreaking approach for tackling the perilous group behaviors that destroy teamwork. Here he turns his focus to the individual, revealing the three indispensable virtues of an ideal team player. In *The Ideal Team Player*, Lencioni tells the story of Jeff Shanley, a leader desperate to save his uncle's company by restoring its cultural commitment to teamwork. Jeff must crack the code on the virtues that real team players possess, and then build a culture of hiring and development around those virtues. Beyond the fable, Lencioni presents a practical framework and actionable tools for identifying, hiring, and developing ideal team players. Whether you're a leader trying to create a culture around teamwork, a staffing professional looking to hire real team players, or a team player wanting to improve yourself, this book will prove to be as useful as it is compelling.

How do you get to "happily ever after"? In fairy tales, lasting love just happens. But in real life, healthy habits are what build happiness over the long haul. *Happy Together*, written by positive psychology experts and husband-and-wife team Suzann Pileggi Pawelski and James O. Pawelski, is the first book on using the principles of positive psychology to create thriving romantic relationships. Combining extensive scientific research and real-life examples, this book will help you find and feed the good in yourself and your partner. You will learn to develop key habits for building and sustaining long-term love by:

- Promoting a healthy passion
- Prioritizing positive emotions
- Mindfully savoring experiences together
- Seeking out strengths in each other

Through easy-to-follow methods and fun exercises, you'll learn to strengthen your partnership, whether you're looking to start a relationship off on the right foot, weather difficult times, reignite passion, or transform a good marriage into a great one.

A young, struggling salesperson is rescued by his former college teammate and mentor who arranges a day of learning with the greatest salesperson the company has ever known.

In the years following the publication of Patrick Lencioni's best-seller *The Five Dysfunctions of a Team*, fans have been clamoring for more information on how to implement the ideas outlined in the book. In *Overcoming the Five Dysfunctions of a Team*, Lencioni offers more specific, practical guidance for overcoming the Five Dysfunctions—using tools, exercises, assessments, and real-world examples. He examines questions that all teams must ask themselves: Are we really a team? How are we currently performing? Are we prepared to invest the time and energy required to be a great team? Written concisely and to the point, this guide gives leaders, line managers, and consultants alike the tools they need to get their teams up and running quickly and effectively.

Popcorn for the new CEO breaks the ground rules of the business books by enhancing go to market insight with popular movie quotes.'Self Help from Kevin McAllister and Jedi business development? Yes, please.Each chapter is as entertaining as it is insightful and could and should be revisited throughout your entrepreneurial journey. You will be

drawn in by the nostalgia and pop references and find yourself hooked by the sound advice you will discover. Proving that popcorn should be a regular feature in your boardroom.' David Johnson - Maddyness. This book sparks the daily routine of entrepreneurs, salespeople, business school students, and the dreamers. Dive into the B2B startup world with actionable advice. Infiltrate Caroline Franczia's dynamic brainstorming sessions chapter after chapter. Let the business guidance stick to your head through Pop Culture references. Caroline Franczia (Sprinklr, Datadog) is a season sales expert. She initiated her career with large tech companies, before spending four years in the Silicon Valley, soaking in startup culture and American methodologies. A regular columnist for Maddyness, she's also the founder of UpperCut First. There is a competitive advantage out there, arguably more powerful than any other. Is it superior strategy? Faster innovation? Smarter employees? No, New York Times best-selling author, Patrick Lencioni, argues that the seminal difference between successful companies and mediocre ones has little to do with what they know and how smart they are and more to do with how healthy they are. In this book, Lencioni brings together his vast experience and many of the themes cultivated in his other best-selling books and delivers a first: a cohesive and comprehensive exploration of the unique advantage organizational health provides. Simply put, an organization is healthy when it is whole, consistent and complete, when its management, operations and culture are unified. Healthy organizations outperform their counterparts, are free of politics and confusion and provide an environment where star performers never want to leave. Lencioni's first non-fiction book provides leaders with a groundbreaking, approachable model for achieving organizational health—complete with stories, tips and anecdotes from his experiences consulting to some of the nation's leading organizations. In this age of informational ubiquity and nano-second change, it is no longer enough to build a competitive advantage based on intelligence alone. The Advantage provides a foundational construct for conducting business in a new way—one that maximizes human potential and aligns the organization around a common set of principles.

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