

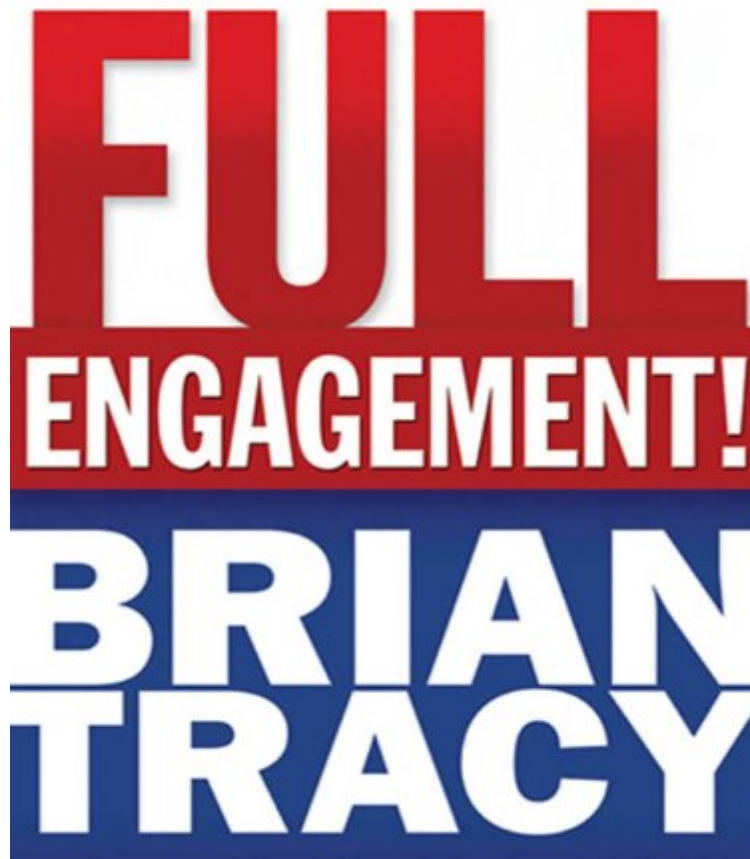
(Download pdf ebook) Full Engagement!: Inspire, Motivate, and Bring Out the Best in Your People

Full Engagement!: Inspire, Motivate, and Bring Out the Best in Your People

Brian Tracy

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**Inspire, Motivate, and Bring Out
the Best in Your People**



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Brian Tracy : Full Engagement!: Inspire, Motivate, and Bring Out the Best in Your People before purchasing it in order to gauge whether or not it would be worth my time, and all praised Full Engagement!: Inspire, Motivate, and Bring Out the Best in Your People:

7 of 7 people found the following review helpful. Even YOU can be a successful leader. By Monty Rainey Anyone who has ever been in a leadership position has struggled with the notion of getting optimum performance from your people. FULL ENGAGEMENT by Brian Tracy will be a huge help in that regard. The world of work is far from being a perfect system. People are often promoted due to their ability to perform a specific job. For example, if you're in the widget building business, you might be inclined to promote your best widget maker (let's call him Wally), to supervisor of the widget production line. But the truth is, just because Wally was a widget wizard, doesn't mean he is qualified to lead others. We see this sort of thing happening all the time. In my career in the military, I saw it

constantly. In the military, if you hang around long enough, and don't get into trouble, you will soon find yourself supervising others. Unfortunately, although there are some great ones, the military is laden with those that are not well suited for leadership. We also see this in local politics. Perhaps the worst "leader" I have ever personally known was a woman elected to county office with a staff of 30 or so people. She was elected to County Clerk because she had some knowledge of real estate and the court system. Unfortunately, she had no understanding whatsoever of how to lead people. Turnover was a constant problem for her and those unfortunate few that did try to tough it out working for her were the most miserable, un-motivated group of people you could ever imagine. When I think of my favorite books on business, leadership or self development, several of Brian Tracy's books come to mind. This book will join the ranks of those favorites. FULL ENGAGEMENT takes an in-depth look at how to - as the subtitle suggests - Inspire, Motivate and Bring Out the Best in Your People. The crux of the message is delineated in the introduction; The way you treat people, what you say and do that effects them emotionally, is more important in bringing out the best in people than all the education, intelligence or experience you may have at doing your job. The 9 chapters that follow build a strong foundation in how to accomplish this. The book layout is unique in that the first chapter is a summary of sorts. Tracy points out that busy professionals often have so much on their plates, they rarely get beyond the first chapter of book, so he uses the first chapter to detail and summarize the forthcoming plan. Trust me on this one; if all you do is read the Intro and Chapter One, you will get your money's worth out of this book. Consider the final 200 pages as icing on the cake. Each chapter begins with a quote related to the subject matter, and ends with five to ten action exercises that will recap the material you have just covered. The final chapter holds what Tracy refers to as, "The 17 greatest management principles ever discovered." Here also, Tracy points out that "Management is a learnable skill", so even if you are Wally the Widget Worker that was promoted because you know your widgets, not because you know how to lead, even you can learn to build a results oriented, fully engaged team.

4 of 4 people found the following review helpful. Brian's latest book helps "set the tone for success" - another winner

By Kenneth Calhoun Brian Tracy has been the top influence in my own business success over the last decade+ in my life, and his latest book is another winning resource that can immensely help all managers and business leaders. In fact the topics he covered, and more importantly, how Brian explains them in "Full Engagement!", would make for a great core seminar content for managerial/leadership skills training for today's business leaders. In what we often find in modern businesses, with short-attention span/poor-communication skills from supervisors to employees to customers, the concepts that Brian covers in "Full Engagement!" can provide a Much-needed wake-up call, and roadmap, to help companies improve internal values, leadership tone, and business success. Bringing out the best in your people (or in my case as a solo entrepreneur, my students/customers), is a critical success factor in surviving and thriving in these tough economic times. Brian's in-depth coverage of the "a to z" of successful communications and leadership skills in this latest book makes for a success foundation that should be on every business leader's desktop. Back when I was a consultant to 140+ Fortune-500 companies, I always found that "communications problems" ranked as a top concern within organizations. Digging deeper, I often found that it was the nonverbals, the coercive values, the dysfunctional communications that caused many problems in companies, which lead to poor customer service and sales, costing competitive advantage. Were I still consulting with client companies, Brian's "Full Engagement!" would be a book I'd definitely buy a dozen+ copies of, to give to the executive team, and to key middle managers for their review... to do an internal gap analysis, to have them discover for themselves "what's the biggest differences between your management style, and what you see Brian explaining here?". So if you're a management consultant, or internal change agent, this is a "must have" book to help communicate to others, specific strategies that managers are advised to use to help improve employee morale, productivity, and the company's sales success. Brian Tracy is the world's top coach and mentor for personal and business success; I've been a fan and avid implementer of what I've learned from Brian, in service of my customers and the marketplaces I serve -- and I'm profoundly grateful to him for helping me help so many others. This is another "must have" book from Brian. I buy everything Brian publishes, because it works, and it gives me a series of small "edges" ('small hinges swing big doors') that help me become more successful... thanks Brian for writing another winner; you're my top role model in business, and have been for many years. Brian's "Full Engagement!" is another top book that's well worth getting -- highly recommended. Buy this book right now.

Ken Calhoun, President/CEO Daytrading University

2 of 2 people found the following review helpful. Tracy is great as always!

By Daniel B. Beaulieu This is just the right book at the right time. Look nobody has had it tougher than our workers during the past couple of years. They have taken the brunt of this recession what with layoffs, pay cuts, being over worked to make up for those who lost their jobs to just plain constant worry over the possibility of them losing their jobs. To that add the dehumanization of Lean manufacturing and other robotic time and cost saving leave your brain at the door measures, it's time that someone did something good for the American worker. And Brian Tracy has done exactly that with his new book Full Engagement! Tracy gets it, he knows that the best way to get the most from workers is to fire them up, is to make their jobs matter, its showing them how to win, its showing them how to succeed and yes its showing them how to be important. This new book is full of easy to understand ideas for motivating all of your employees by simply doing what's right. Tracy shows us how to make our people feel important through politeness, courtesy and constructive mentoring. He claims that by making our people feel like winners, we make them

winners. He demonstrates how something as simple as being very clear in our communications is the most important tool we have for getting our point across. From the book: Five Steps to Winning

1. Clear goals: Make sure you use the SMART model when setting goals; S= Specific M= Measurable A= Achievable R= Realistic T= Time bound
2. Concrete measures: Use milestones to show people their progress.
3. The Success Experience: Get them on the track to success. Even if you have to start with small simple jobs, make them successful
4. Recognition of Achievement: Everybody loves to get recognized. It's so easy and so fulfilling for the employee.
5. Tangible and Intangible Rewards: Specific bonuses tied to successfully completing a task. And rewards don't have to be monetary they can be in other forms such as additional training that will make the employee feel and yes actually be more valuable.

I think I have read every book that Brian Tracy has written and this is by far his best effort. It's simple, it's clear and it's full of ideas that will make your work force a great workforce and your company a great place to work. I highly recommend Full Engagement! To everyone is serious about building great teams.

How do you light a fire under every employee? Brian Tracy, the Master of Motivation, shows how! In these tough economic times, everyone is expected to produce more with less. And yet, studies have shown that on average, employees are working at only a fraction of their potential. What are managers to do? How can they inspire their people to perform at their absolute best? Whatever the situation, a good manager can quickly organize a group of average performers into a high-functioning team capable of achieving tremendous results for the company. The secret is knowing how and anyone can learn. In Full Engagement!, business success expert Brian Tracy shows managers how they can supercharge their employees' efforts. Packed with powerful, practical ideas and strategies, this eye-opening guide explains how to:

- Unlock the potential of each person
- Motivate and inspire employees to peak performance
- Trigger the "X Factor" that maximizes productivity
- Drive out the fears that hold people back
- Create a high-trust work environment
- Set clear goals and objectives
- Recognize, reward, and reinforce in a way that energizes every employee

A manager's role is to achieve the highest possible return on the physical, emotional, and mental effort that his or her people put forth. It's not a return on investment; it's a return on energy. And when managers fail at that, they fail at their own job. With this essential guide, all managers can now hold the keys to unlocking superstar performance from their teams

Full Engagement blends big ideas and concepts with actionable tips and techniques. The New York Journal of Books Online loves the feeling of being inspired so I looked forward to reading Brian Tracy's book, one of the most prolific motivational speakers of our day. CEO Blog: world-class empiricist and diehard pragmatist, obsessed with understanding what works, what doesn't, and why... His role is that of a personal mentor/coach to each reader. The Employee Engagement Network offers a wealth of insight into why people think, feel, react and respond the way they do at work. Houston Lifestyles and Home "Whenever I need a reminder or a refresher course on refining and improving my business skill sets, I turn to one of the true gurus, Brian Tracy. Senior Market Advisor "Tracy has an answer for just about any management or motivational-related question I have... his latest book is chockfull of great management advice. Senior Market Advisor "...master on management. Forbes: Startup Professionals Musings, Martin Zwilling "...provides a number of compelling personal references and examples from his vast business experience. I recommend the book for any manager. Eric Jacobson Management and Leadership blog "Author of numerous business bestsellers, Tracy manages to pack each volume with... advice and counsel to make every reader a more effective manager or leader... ForeWord s "...roadmap to successfully managing people resulting in more well adjusted and happy people as well as higher results for the company. in-depth view of what motivates people... Suite101.com Full Engagement! "...proof that long-tested business approaches are worth re-learning because they continue to prove their value. Inland Business Journal "Grounded in extensive research in the fields of human psychology and motivational management, wealth of insights into why people think, feel, react, and respond. Niche magazine "If you're ready to empower your people to be more do more and achieve more, then read and use the strategies in this brilliant book by my friend Brian Tracy. Anyone in a leadership position must read this book! ~James Malinchak, Featured on ABC's Primetime TV Show, Secret Millionaire, Founder, www.BigMoneySpeaker.com