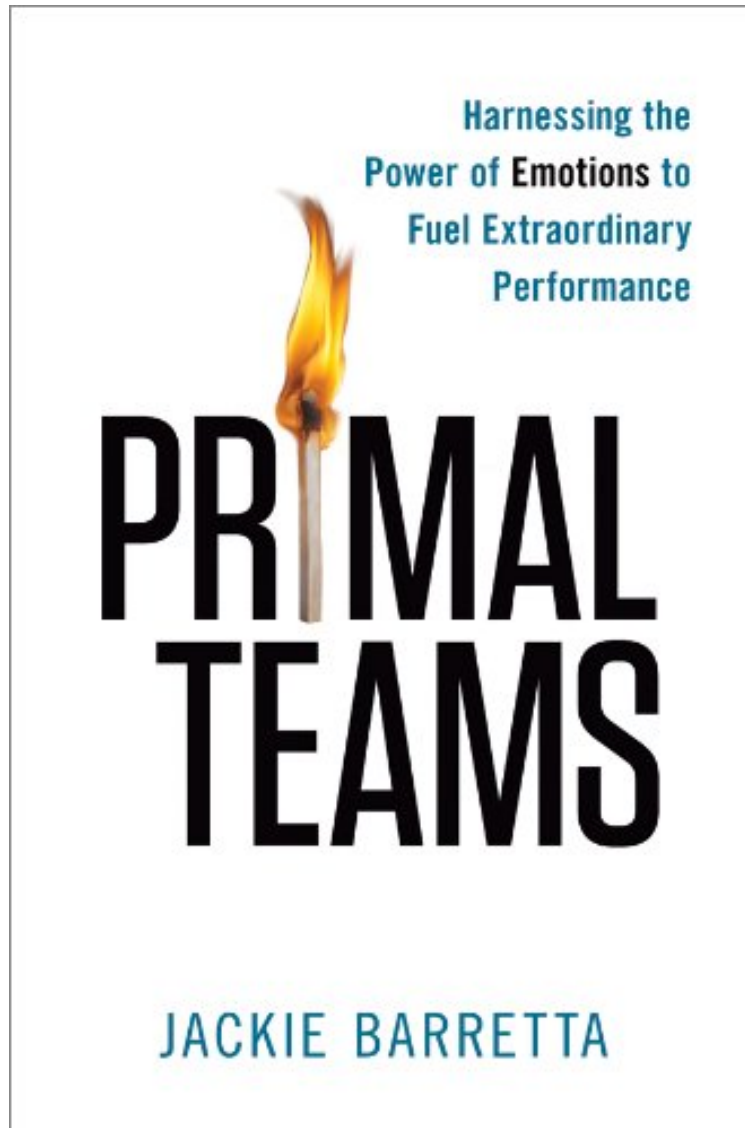


[FREE] Primal Teams: Harnessing the Power of Emotions to Fuel Extraordinary Performance

Primal Teams: Harnessing the Power of Emotions to Fuel Extraordinary Performance

Jackie Barretta

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Jackie Barretta : Primal Teams: Harnessing the Power of Emotions to Fuel Extraordinary Performance before purchasing it in order to gage whether or not it would be worth my time, and all praised Primal Teams: Harnessing the Power of Emotions to Fuel Extraordinary Performance:

2 of 2 people found the following review helpful. If you are involved with a team or just interested in improving your personal life, READ THIS BOOKBy BRGThis book arrived the day I was to travel to my headquarters for a strategy meeting including some of my officers and other high level parties of our very successful organization. I read the book

on the flight and fate obviously stepped in. Reading the extremely well researched details, personal examples and references to other well known companies I knew this was something I needed to share with my associates. Using some of this information and the techniques Jackie provides, I know it helped me contribute to a more successful meeting. I also discussed the book with several of our officers and others who all want a copy. This week I'm traveling to another 2015 strategy meeting with the direct team I'm involved in. After reading Jackie's book there are plans I have changed to help conduct some parts of my involvement in this meeting in a different manner than I had planned. We will have tons of visuals, charts and graphs but with this insight I feel we can better move the team into the 2015 momentum that will gain better buy in from the team. I'm pretty sure these parties at this meeting will want a copy as well as I believe they will see a big difference in how I interact at this very important strategy meeting. 1 of 1 people found the following review helpful. I still enjoy reading business books By Retired Businessman Although my active days in the business world are in the past, I still enjoy reading business books, especially those that promote new and different ideas. Primal Teams, in my opinion, fits very well into this category. My initial approach to the book was idle curiosity but when I saw the concepts presented by the author my curiosity grew significantly. What really impressed me is how well the author proved the validity of each of her concepts. This made the content more interesting to me and prompted me to read on. No one could possibly read the book and not gain an appreciation for the significant role that emotions play in the business world. This should be required reading for every MBA. 1 of 1 people found the following review helpful. An Energizing and Original Leadership Breakthrough. By Matt Fitzpatrick Jackie thank you for writing this book. It is really really great, practical, simple common sense, conversational, devoid of pseudo science, and revolutionary in the approach. The book is the missing link to so many of the business and organizational development books that have been published in the last 50 years. There are no cliff hangers, and there are sections dedicated to sequential ladders of development. The book allows anyone in business at all leadership levels to set sail and develop essential skill sets that reside in everyone's primal DNA, they just need to be unlocked.

Emotion, more than anything else, spells the difference between stellar and mediocre team performance. Fear, anger, frustration, and other negative feelings, can endanger a group's dynamic. But positive emotions have the power to transform it into a high-performance engine, where everyone operates at their peak. Their minds sharpen. They find creative solutions. They get great results. Thanks to discoveries in neuroscience and psychology, we now know that emotions operate independently from our logical minds. They can't be reasoned away. They must be dealt with directly. Drawing on the latest research, Primal Teams shows how any one can control potentially damaging emotions, while triggering the kind of passion and energy that supercharge performance. Illustrated with compelling examples, this groundbreaking guide reveals how to: Transform fear and negativity bull; Energize primal emotional systems bull; Activate insight and intuition bull; Foster emotional bonds and team spirit bull; Connect the team to a deeper purpose bull; And more Emotions determine whether a group works with energy and enthusiasm or just goes through the motions. With the array of insights and practical tools in this book, anyone can inspire an unprecedented level of performance.

Jackie Barretta has assembled an excellent view of what it takes to build teams for small and large businesses. -- Inland Empire Business Journal ... a great balance of blending in statistics from studies and experiments with real-life stories and examples -- Hello Vancity From the Inside Flap Great team results depend on tapping the incredible power of emotion. Negative feelings such as fear, anger, and frustration can inhibit a group's performance. The most optimal emotions stimulate team innovation and productivity because they enhance such competencies as quickness, flexibility, resilience, and the ability to deal with complexity. Your team's bottom-line performance depends on creating a work environment that respects and taps into the primal force that Mother Nature has hardwired into our brains: emotion. Drawing on the cutting-edge work of leading neuroscientists, Primal Teams provides practical tips and techniques to help you get measurably better results by generating optimal emotions in your team. Sharing real-life stories of leaders who have harnessed the incredible power of group energy to set amazing performance records, this groundbreaking book reveals how to: Tap into the energy and clarity that optimal emotions naturally generate. Facilitate deep emotional bonds and incredible team spirit within your group. Manage your team's emotional dynamic in such a way that leads to expanded creative thinking, deeper inspiration, accuracy of intuition, and higher motivation. Prevent fear and negativity from thwarting your team's performance...no matter what the circumstances. You can't reason away or "fix" emotional states with rational thinking. You must deal with them directly. Primal Teams applies the latest principles of team psychology to the workplace, explaining how creating peak emotions naturally ignites team performances that transcend the talent and skills of your individual performers. You'll discover which emotions facilitate the utmost creativity, and ways to instill them in yourself and your teammates. You'll learn quick fixes for the most common team emotional challenges, how expressing negativity can sometimes benefit a team, and methods for managing the ways in which both positive and negative emotions can spread. You'll also learn how to connect your team to a deeper, energizing purpose. Optimal emotions can transform

any team into a high-performance engine in which minds sharpen, people find creative solutions, and everyone operates at their peak. Primal Teams shows you how careful management of emotion triggers the kind of passion and energy that supercharge team performance, increase productivity, and boost the bottom line. JACKIE BARRETTA is a Founding Partner of Nura Group, a consulting firm dedicated to enhancing team innovation and performance. Her work with primal emotions in teams has won her widespread recognition and dozens of prestigious awards. Connect with Jackie at www.nuragroup.com. From the Back Cover "Primal Teams provides excellent strategies for tapping the power of emotions to achieve great team results. Drawing on the latest research in neuroscience, Barretta provides put-it-to-work-now advice that will enhance any team's skills, with special emphasis on boosting innovation and creativity. Every team player and leader should add this book to their must-read list." -- Marcia Hughes, author of The Emotionally Intelligent Team Old School leaders and managers expect workers to set aside their emotions when they walk into the office. After all, emotions are messy and disturbing and distracting. If we stifle them, we can get the job done so much better. The only problem: That's impossible. Your people are -- naturally -- going to feel emotionally about the work they're doing. Only by understanding and harnessing the feelings that occur in your team will you be able to accomplish your goals. Thanks to the latest discoveries in neuroscience and psychology, we know that by stimulating and nurturing optimal emotional states in our team, we can accomplish more than all the management techniques in the world combined. Drawing on the latest research and illustrated with compelling examples, Primal Teams shows how you can leverage the incredible power of group energy to: Energize primal emotional systems * Spread optimal emotion through skillful communications * Activate insight and intuition * Foster emotional bonds and team spirit * Connect your team to a deeper purpose * Activate the heart as well as the mind * Foster team bonding through intense shared emotion * Use somatic awareness to perceive the emotions of others * Transform fear and negativity * Instill the most optimal emotional state in yourself * And more. The book uses both real-life stories and hypothetical examples to reveal the innermost workings of the human psyche in the workplace, and provides you with practical tools to evoke helpful emotions in your people, while keeping negative feelings under control. Moving far beyond Emotional Intelligence, Primal Teams shows you how to utilize the incredible power of optimal emotions to arrive at solutions and innovations that can only be achieved through gut feelings rather than logic. Armed with the array of insights and practical tools in this book, you'll discover how to increase your team's ability tenfold, and inspire an unprecedented level of performance.