



SPIRITED STRATEGY, MARKETING, COMMUNICATION

Recommended Resources

Topgrading: How Leading Companies Win by Hiring, Coaching, and Keeping the Best People by Brad Smart

Brad Smart shares his proven strategy for hiring "A" players, building dream teams, and achieving excellence—a foolproof system now in place at today's leading companies.

Great companies are made, not born. The secret is hiring the right people—the "A" players. Statistically, half of all employment situations result in a mis-hire; the wrong person for the wrong job. And with the cost of a mis-hire at twenty-four times salary, the financial drain can be staggering!

The author spells out his practical hands-on approach and provides intriguing case studies culled from his file of more than 4,000 in-depth interviews. Topgrading's expert coaching techniques are also revealed and readers learn how managers who topgrade become leaders, achieving success and excellence not only for their companies, but also for themselves.

Available in book or DVD format. www.gazelles.com/store_topgrading.html

The Compensation Handbook by Lance and Dorothy Berger

For almost 30 years, *The Compensation Handbook* has been recognized as the most authoritative reference in the field, providing simple, direct answers to every important problem in compensation. In the current, highly competitive market for employees, no book could be more timely.

It shows you how to attract, retain, and motivate the key employees and executives your business needs. *The Compensation Handbook* provides: coherent strategies and well-orchestrated planning guidelines for all aspects of compensation; data and guidance from more than 50 top leaders in the field; up-to-date help with base compensation, variable compensation, executive compensation, performance and compensation, compensation and corporate culture, and international compensation; worksheets, checklists, evaluation forms, and other useful instruments; much more.

Bringing Out the Best in People by Aubrey Daniels

A powerfully positive system for gaining maximum performance from every employee. Backed by performance management case studies at 3M, Xerox, ConAgra, and other major firms, this book gives managers the tools to permanently revitalize productivity.



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First Break All the Rules: What the World's Greatest Managers Do Differently by Marcus Buckingham and Curt Coffman

Marcus Buckingham and Curt Coffman expose the fallacies of standard management thinking in *First, Break All the Rules: What the World's Greatest Managers Do Differently*. In seven chapters, the two consultants for the Gallup Organization debunk some dearly held notions about management, such as "treat people as you like to be treated"; "people are capable of almost anything"; and "a manager's role is diminishing in today's economy." "Great managers are revolutionaries," the authors write. "This book will take you inside the minds of these managers to explain why they have toppled conventional wisdom and reveal the new truths they have forged in its place."

Buckingham and Coffman outline "four keys" to becoming an excellent manager: Finding the right fit for employees, focusing on strengths of employees, defining the right results, and selecting staff for talent—not just knowledge and skills. *First, Break All the Rules* offers specific techniques for helping people perform better on the job.

Mastering the Rockefeller Habits by Verne Harnish

This is one of the best business books you will find. There is a definitive set of fundamental habits that make it easier to manage and grow your business—the same ones Rockefeller used to dominate both his industry and era. Businesses who master these habits experience results 3-5X their industry average. Harnish has discovered John D. Rockefeller's underlying strategy. Further study uncovered three winning habits:

- **Priorities:** A few rules remain consistent with a firm's core values and long-term goal. Others change regularly—what Harnish calls the Top 5 and Top 1 of 5.
- **Data:** Key metrics should be measured over time (Smart Numbers); short-term metrics provide a tighter focus on an aspect of the business (Critical Numbers).
- **Rhythm:** A well-organized set of meetings keeps everyone aligned and accountable.

Mastering the Rockefeller Habits provides necessary tools for making strategically smart decisions and for keeping everyone aligned and accountable to those decisions.

Available in book, audio CD, DVD and online video formats www.gazelles.com

Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value by Neil Rackham

In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell. Capitalizing on research into the practices of cutting edge companies, the authors show how the successful sales force breaks away from traditional thinking and transforms themselves into complex business processes with multiple sales approaches and selling models that meet the demands of today's sophisticated customers.

The Inside Advantage: The Strategy that Unlocks the Hidden Growth in Your Business by Robert H. Bloom

Every enterprise has at least one strategic asset, one existing strength that can form the foundation for future growth. Bloom calls this an Inside Advantage. This strength usually lies unrecognized in an activity the business is currently performing or in a concept or an idea that the business already owns. Finding this hidden potential and becoming well known for it will grow the business.

Bloom's Growth Discovery Process is a plain-language path of discovery with only four steps. Whether you are a business leader, a manager, or an entrepreneur, this Growth Discovery Process will enable you to gain a profound insight into the core values of your enterprise. It will guide you to a clear understanding of who your customers are and what your special offerings to those customers should be. Finally, the process will stimulate a host of ideas—what Bloom calls Imaginative Acts—for highlighting your Inside Advantage and making it well known to current and prospective customers.

Doing what you're good at and doing it better than anyone else will create growth. *The Inside Advantage* will help you capture that magic moment when customers will select your product or service over those of your competitors.

Influence: Science and Practice by Robert Cialdini

This essential book is an examination of the psychology of compliance (i.e. uncovering which factors cause a person to say “yes” to another's request).

Widely used in classes, as well as sold to people operating successfully in the business world, *Influence* reminds the reader of the power of persuasion. Cialdini organizes compliance techniques into six categories based on psychological principles that direct human behavior: reciprocity, consistency, social proof, liking, authority, and scarcity.