

FULL ENGAGEMENT!

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

BRIAN TRACY

BRIAN TRACY is chairman and CEO of his own training and development company, Brian Tracy International. As a keynote speaker, he addresses more than 250,000 people each year and his company has helped more than five million people worldwide achieve their goals. His work has been featured by CBS, *Entrepreneur* magazine, Fox, ABC and *BusinessWeek* among many other media outlets. He has been studying, researching, writing and speaking about business for more than thirty years. Mr. Tracy is the author of more than 45 books and 300 audio and video learning program many of which have become bestsellers. He is a graduate of the University of Alberta.

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MAIN IDEA

The central challenge in business at one time was to generate optimal return on equity – the highest possible returns on the amount of capital injected in the business by its owners. Today, as a manager you're not only expected to generate a high return on equity but also a high "return on energy" of the people who report to you. You're expected to maximize the returns on the human capital which has been invested in your business as well.

Studies have shown the average employee wastes 50 percent or more of their allocated work time on workplace activities which have nothing to do with the job. That's great news because it means if you can figure out ways to fully engage your workforce, you can double productivity without spending an extra dime.

So how do you bring out the best in people? It's never rocket science and it always comes down to one recurring theme: The way you treat people and do things which affect them emotionally is more important than all the education, experience or even intelligence you bring to bear. To get the best out of your people, motivate them and influence them at an emotional level. If you can do that consistently well, you will unlock and then harness the potential of the people around you and build a peak performance team second to none. You will out-think, out-compete and ultimately outperform your competitors.

To create a fully engaged workforce, become a better manager and everything else will fall into place. Focus on the way you treat people and how what you say and do affects them emotionally.

"There are no bad soldiers under a good general."
 – Napoleon Bonaparte

"Peter Drucker once said that the most important shift you can make in your vocabulary in business is to use the word contribution instead of success. When you start thinking in terms of contribution, your whole attitude about yourself, as a manager, and other people in the workplace as well, changes in a very positive way."

– Brian Tracy

How to create fully engaged people



1. Give them great reasons to be happy. Page 2

2. Understand how to motivate each individual Pages 2 - 3

3. Develop a good idea of how they think, act and feel Page 3

4. Make everyone feel important. Page 4

5. Drive away any fear of trying something new Page 5

6. Generate a winning feeling for everyone Pages 5 - 6

7. Get the right people in the right seats Page 6

8. Instill the mindset: "Results are everything". Page 7

9. Be the best leader and manager you can be Page 8

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