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Brian Tracy

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Brian Tracy : Motivation (The Brian Tracy Success Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised Motivation (The Brian Tracy Success Library):

7 of 7 people found the following review helpful. Small but PotentBy Jonathon WintersAs you can probably tell from the price and the page count, this is a small book. As a matter of fact you can fit it in your back pocket without much trouble. And to be honest that might be a great idea! Because this book is absolutely packed with excellent ideas for motivating your employees and should be kept close to you at all times.Although there isn't a lot of new information in this book (how often is there new information in this field?) It is excellently packaged and right on the money. He focuses a fair amount on the fact that removing demotivators is as, perhaps even more important than, providing motivation. The book is a series of short chapters, each covering one theme or concept, and each one ends with a

couple of action steps to be taken and ideas for how to apply the concept. It isn't a rousing read, but rather a short, to the point, directed methodology to help make you a better manager. If you currently have employees, or just hope to some day, I highly recommend reading this book. 0 of 0 people found the following review helpful. Awesome Book By Wanderer81321 I loved this book! I could not set it down! Very easy to read and to apply the material to real life situations. These things that are covered in the book make sense and are what you would think are common sense but all too often are overlooked. Great book. I would have gladly paid double! 6 of 6 people found the following review helpful. Too many Deja Vu Moments By Bellarific There is too much book recycling here. This book borrows numerous concepts from Brian Tracy's previous work. (Rule of 3s, Pareto Principle (80/20 Rule, etc.) He also mentioned concepts similar to the book Drive (mastery, autonomy, purpose). While I am a huge fan of Brian Tracy, there is too many familiar concepts, rather than fresh concepts.

As a manager, one of your most important responsibilities is to motivate your employees to do their absolute best. Managers who create positive, rewarding, high-energy environments reduce absenteeism and turnover while dramatically increasing productivity and quality. In *Motivation*, success expert Brian Tracy draws on his decades of experience bringing out the best in others to provide 21 of the fastest, most powerful methods ever discovered for increasing the effectiveness of any individual or group. He reveals how to: **Ensure employees look forward to coming to work and feel passionate about what they do**; **Challenge them with tasks that allow them to stretch**; **Satisfy their need to feel both autonomous and part of a greater whole**; **Reduce their fear of failure and increase their desire to try**; **Remove obstacles that hold people back**; **Provide the regular feedback they need to succeed**; **And much more!** Most people are just waiting for someone to come along and inspire them to greatness. Packed with proven tools and strategies, this essential guide helps any manager deliver a shot of adrenaline straight to the heart of his or her work team.

"In a pocket-size book, you and your staff can get and stay motivated... a great addition for your business library." --Barbara Weltman, *Big Ideas for Small Business* newsletter "This is an exceptional book and one that you should not do without... you can change your management career for the better. I guarantee it." --PCB007.com "provides 21 of the fastest, most powerful methods ever discovered for increasing the effectiveness of any individual or group." --Support Industry.com "one of those books that is just filled with common sense basics... Everything you need to help you to motivate your people is right here in this little book." --The Representor "Quick to browse yet brimming with a lifetime's worth of wisdom. *Motivation* is highly recommended." --The Midwest Book "A new multi-volume series of pocket-sized, hardbound books interweaves nuggets of wisdom from Tracy with engaging real-life examples and practical tools, tactics and strategies." --Sales Marketing Management "...each chapter is a brief essay of a proven strategy for improving productivity." --School Administrator

From the Back Cover One of your most important responsibilities as a manager is to motivate your employees to do their absolute best. Managers who create rewarding, high-energy environments reduce turnover while dramatically increasing productivity and quality. In *Motivation*, success expert Brian Tracy draws on decades of experience to provide 21 fast and powerful methods for increasing the effectiveness of any individual or group. He reveals how to: **Ensure employees feel passionate about what they do**; **Challenge them with tasks that let them stretch**; **Satisfy their need to feel both independent and part of a whole**; **Reduce their fear of failure and increase their desire to try**; **Remove obstacles that hold them back**; **Provide the feedback they need to succeed**; **And much more!** About the Author **BRIAN TRACY** is the Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. One of the top business speakers and authorities in the world today, he has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the United States and more than 60 countries worldwide. He has written 55 books and produced more than 500 audio and video learning programs on management, motivation, and personal success.