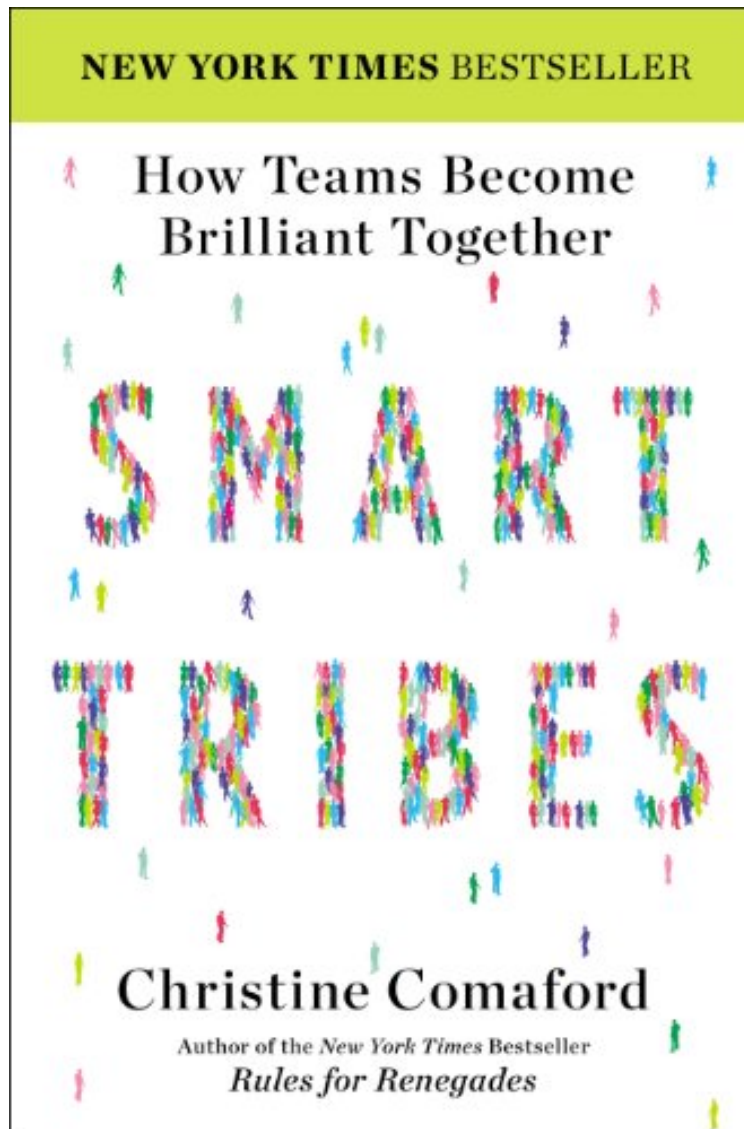


SmartTribes: How Teams Become Brilliant Together

Christine Comaford

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Christine Comaford : SmartTribes: How Teams Become Brilliant Together before purchasing it in order to gage whether or not it would be worth my time, and all praised SmartTribes: How Teams Become Brilliant Together:

4 of 4 people found the following review helpful. Simple, practical, brilliantBy SellyI liked this book so much I reached out to Christine and asked her to be my personal executive coach.This book is well structured. The chapters are organized so that I can use them one-at-a-time to address a particular challenge or situation. I can quickly skim the book to execute a reminder.The visual diagrams are great. I use them in my presentations to my team and they help make sense of a very complex/abstract concept. I find that people of all types (visual, tactile, auditory) are able to

work with these models and apply them to their work. The concepts are both intellectually sincere and tactical. This is probably the hardest thing to accomplish in a business book--how do you bridge the gap between highly theoretical and applicable day-to-day? This is where I feel this book shines. My favorite books are things like "Good-to-great" because of the origins in the scientific method. But concepts like "Right people on the bus" are hard to apply each day. How do you decide which people should stay and which aren't engaged? How do you tell the subtle difference between disenfranchised and disengaged? Smart Tribes helped me to answer these questions. I hope you enjoy the book--it's been really transformative for me! 5 of 5 people found the following review helpful. Interesting concepts; could be way better
By Istvan
The concepts detailed in this book are interesting. However, the first half of the book felt like a cheap pamphlet of the author's consultancy business. The images for the Kindle version are simply illegible and low quality.
1 of 1 people found the following review helpful. Practical and Detailed
By 4 horses
I love this book! I have not completely finished it yet because I am putting to use the points she makes, but I am finding the ideas practical and useful. I have read quite a few popular books on team management and leadership and yes all those key words are there in this book also, like "be present" and "focus", however Christine gives us a fresh insight into what these words mean and how to apply them. I will admit, when I first picked up the book if I had not seen Christine on a YouTube video I may not have read the book. You can see her under the title Keith Ferrazzi interviews Christine Comaford. She doesn't get into the real neuroscience until the 2nd chapter and it feels like a business book for companies larger than my own. However, I found a real and practical treasure as I got into the 3rd chapter. It was information that I applied immediately and found great results. The book doesn't leave you having to read between the lines.

Are You Scaring Your People into Mediocrity? All leaders want to outperform, outsell, and outshine; innovate the competition. And most teams are fully capable of doing so. The problem: we consistently say and do things that spark unconscious fears and keep our people stuck in their Critter State. This primitive fight, flight, or freeze mode distills all decision making into one question: What will keep me safest? Lying low, sucking up, procrastinating, and doing a good enough job may keep employees breathing, but it doesn't make for vital organizations. Leaders have to get their people unstuck and fully engaged, replacing their old, limiting mental patterns with new patterns that foster optimal performance. New York Times bestselling author and applied neuroscience expert Christine Comaford knows what it takes to move people from the Critter State into the Smart State, where they have full access to their own creativity, innovation, higher consciousness, and emotional engagement. When an entire culture maintains that state, it becomes what she calls a SmartTribe. Focused. Accountable. Collaborative. Imbued with the energy and passion to solve problems and do what needs doing, again and again and again. Comaford brings to this book more than thirty years of company-building experience, combined with her expertise in behavioral modification and organizational development. She has helped hundreds of leaders navigate rapid growth, maximize performance, resolve internal conflicts, and execute turnarounds with the full support of their people. Now she shares potent yet easy-to-learn neuroscience techniques that will help you do the same. You'll learn how to move your team forward and reach your next revenue inflection point using the five key Accelerators of the Smart State: focus, clarity, accountability, influence, and sustainability. You'll get better at anticipating and moving through your own stuck spots and those of your people. Using her proven system, Comaford's clients have already created hundreds of millions of dollars in new value. They've seen their revenues and profits increase by up to 210% annually; individuals become up to 50% more productive and 100% more accountable; marketing demand generation grow by up to 237%; new products and services created up to 48% faster; and sales close up to 50% faster. They spot changes in their markets more quickly, then pounce on them to create the future they want. Ultimately, SmartTribes will help you and your team achieve optimal performance and engagement; brilliance; and leave competitors in the dust.

From Booklist *Starred* Impressively, Rules for Renegades (2007) author and consultant Comaford creates a concrete plan for corporate change (and growth and performance) without mentioning the actual word change. That is a good thing, since more than half of initiatives labeled "change" just don't hit their mark. The author's selling point is the use of neuroscience, or what are called "meta-programs," to influence and guide teams emotionally, psychologically, motivationally in order to move people from the "Critter State" (of fear) to the "Smart State" (of innovation and high performance). Before she begins to explain how to step into another individual's "map" (that is, behavior and attitudes), she presents an important section on the five qualities that define top-performing teams (or "Smart Tribes"): focus, clarity, accountability, influence, and sustainable results. There are three essential keys to starting your Smart Tribe, four factors of a sustainable team, six meta-programs that affect outcomes, and so on. What makes her presentation so contemporary are her sidebars, anecdotes, and end notes covering "Stuck Spots" (one where no one understood the CEO's vision) and when employees no longer care about customers' experiences. --Barbara Jacobs "We all want to build deeper connections and more trust with our teams, colleagues, and clients. Comaford makes this easy by providing a proven play-book for increasing engagement, alignment, and results in "SmartTribes". --Marc Benioff, CEO, Salesforce.com

"How do you become known for impeccable service? By being a leader who inspires others to "want "to provide it. That's what I love about "SmartTribes" it will show you what truly motivates employees to excel to 'their' true limits and do so with a high degree of energy and enthusiasm. The result? You'll engage them in a way that fulfills and motivates like never before."--Thomas Klein, Regional Vice President, California, Fairmont Hotels Resorts "All great companies are driven by great people. That's what "SmartTribes "is all about. Its groundbreaking neuroscience techniques help you hire the right people, put them in roles where they can excel, and tap into their true potential. With it, you can build a company culture where full employee engagement is the norm, and when that's true, your company can't be stopped."--Ron Storn, Recruiting Manager, Facebook ""SmartTribes "helps leaders get the brains of their teams firing on all fronts. With Comaford's brilliant guidance, they'll be able to leverage these 'aha' moments in a way that wins them a seat at the strategic table. This book will change the way you think about how you work and live."--Kim Stevenson, CIO, Intel "Comaford's incredible insights on how to create an environment of inclusive-ness, trust, and clear communication are why I recommend this book to my peers. "SmartTribes "shows leaders how to consistently outperform by capitalizing on the same basic need that has made social enterprises take off in the first place: our need to belong. Read this book. Share what you've learned. Be better "together"."--Vala Afshar, CMO and Chief Customer Officer, Enterasys Networks

About the Author
Christine Comaford is a thought leader who helps mid-sized and Fortune 1000 companies navigate growth and change, an expert in human behavior and applied neuroscience, and the bestselling author of *Rules for Renegades*. Bill Gates calls her "super high bandwidth"; Bill Clinton has thanked her for "fostering American entrepreneurship"; Newsweek says, "By reputation, Christine is the person you want to partner with." During her diverse career, she has consulted to two White Houses, has built and sold five of her own businesses, and has helped more than fifty clients exit their businesses at record high valuations. She writes a leadership column for Forbes.com and is frequently quoted in the business and technology media. She lives in the hills north of San Francisco. Visit www.christinecomaford.com