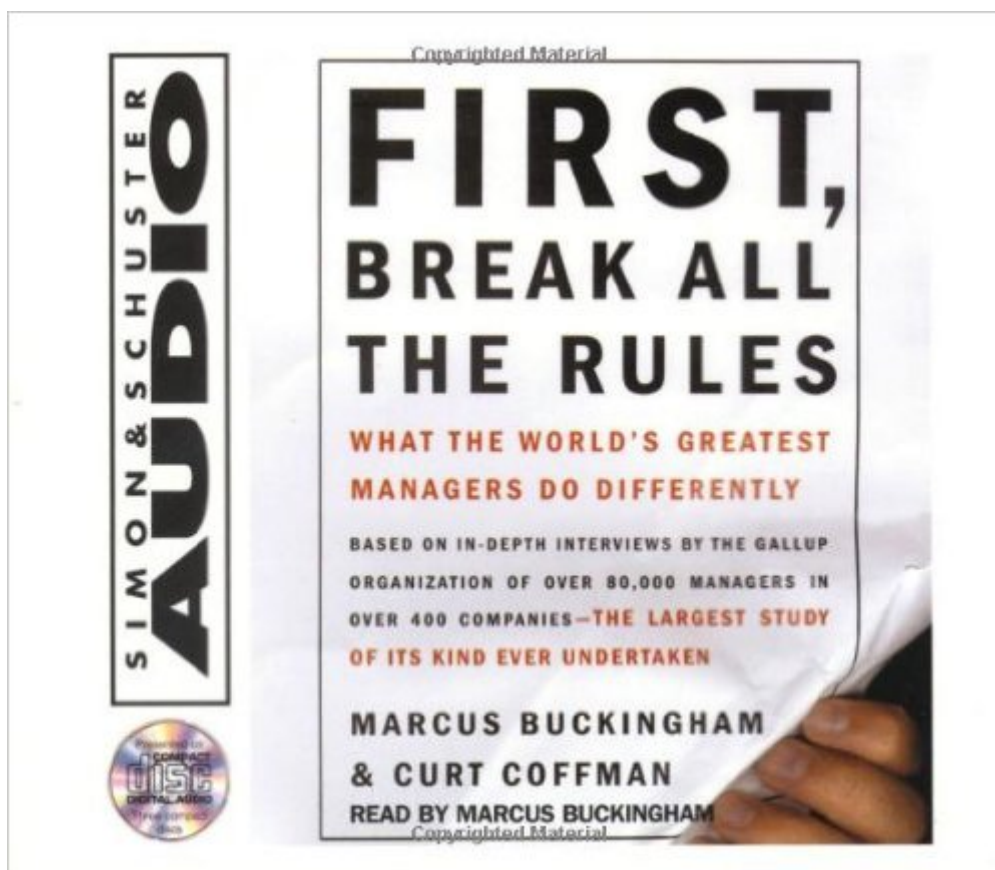


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# First, Break All The Rules: What The Worlds Greatest Managers Do Differently



## Synopsis

In *First, Break All The Rules*, Marcus Buckingham and Curt Coffman of the Gallup Organization present the remarkable findings of their massive in-depth study of great managers across a wide variety of situations. Some were in leadership positions. Others were front-line supervisors. Some were in Fortune 500 companies; others were key players in small, entrepreneurial companies. Whatever their situations, the managers who ultimately became the focus of Gallup's research were invariably those who excelled at turning each employee's talent into performance. In today's tight labor markets, companies compete to find and keep the best employees, using pay, benefits, promotions, and training. But these well-intentioned efforts often miss the mark. The front-line manager is the key to attracting and retaining talented employees. No matter how generous its pay or how renowned its training, the company that lacks great front-line managers will suffer. Buckingham and Coffman explain how the best managers select an employee for talent rather than for skills or experience; how they set expectations for him or her -- they define the right outcomes rather than the right steps; how they motivate people -- they build on each person's unique strengths rather than trying to fix his weaknesses; and, finally, how great managers develop people -- they find the right fit for each person, not the next rung on the ladder. This audiobook is the first to present this essential measuring stick and to prove the link between employee opinions and productivity, profit, customer satisfaction, and the rate of turnover. There are vital performance and career lessons here for managers at every level, and, best of all, the audiobook shows you how to apply them to your own situation.

## Book Information

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## Customer Reviews

(email: shashi-kant@usa.net )"First, Break All the Rules: What the World's Greatest Managers Do Differently" is an excellent book, which will help not only the managers, but all other talented employees as well, who have the potential and will eventually become great managers. This book extols the wonders and potential of human resource development in organizations of all sizes. The authors, Marcus Buckingham and Curt Coffman, based on Gallup's interviews over a period of 25 years with about 1 million staff and 80,000 managers from over 400 companies pinpoint "four keys" to evaluate the performance of an organization in general. This reflects the competence of the managers to get the best in terms of: -Selecting the staff for talent (not just for experience, which can be acquired and updated with rapid change in technology), -defining the right results expected (and should be clearly understood by the individual), -focusing on strength of employees (leaving scope for their professional growth), and -finding the right fit for all of them. How much successful the manager is with respect to these four keys, will be reflected in terms of performance in assignments or projects the company has undertaken. I am a firm believer that employees will do what you pay them to do (in terms of responsibility and recognition, scope for professional growth, appreciation and salary). The authors reach the conclusion that a company that lacks great frontline managers will bleed talent (or, will produce 'talented deadwoods'), no matter how attractive the compensation packages are! Why should a highly motivated employee waste his or her time if a weak employee gets the recognition?

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