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# Bring Out the Best in Every Employee: How to Engage Your Whole Team by Making Every Leadership Moment Count

*Don Brown, Bill Hawkins*

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**FOREWORD BY MARSHALL GOLDSMITH**

*International bestselling author of *What Got You Here Won't Get You There**

# BRING OUT THE BEST IN EVERY EMPLOYEE



HOW TO ENGAGE YOUR  
WHOLE TEAM BY  
MAKING EVERY LEADERSHIP  
MOMENT COUNT

**DON BROWN AND BILL HAWKINS**

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my time, and all praised *Bring Out the Best in Every Employee: How to Engage Your Whole Team by Making Every Leadership Moment Count*:

Elevate Capacity AND Drive Growth Now--Without Adding Headcount Management "As leaders, we like to think we control everything, and it's just not true--externals now drive the business. Learn to let go, learn to bring out the best in every employee!" -- Jim Farley, Group VP Global Marketing, Sales Service, Ford Motor Company "One of the things we'll look back on 30 years from now is that this no-normal world has forced a higher quality of leadership than any other era in history. *Bring Out the Best in Every Employee* is the ultimate leader's handbook to that higher ground!" -- Howard Morgan, Managing Director, The Leadership Research Institute "One Fortune organization once reported that it interviewed one million people annually, that it hired 125,000 of them--and that their net productivity gain was only 15,000 employees! This paradox demonstrates the imperative of learning how to bring out the best in every employee you have." -- C.D. "Hoop" Morgan III, founder and Chairman, The Forteaacute; Institute "The productivity of our workforce has to rise with the times. This book is the leader's guide to starting that process, and to stopping the self-imposed barriers of the ego." -- Chuck Sykes, President and CEO, Sykes Enterprises "Bring Out the Best in Every Employee shows you how to expand your team's capacity--without adding a single headcount!" -- Tim Srock, VP Human Resources, McLaren Regional Medical Center *Are You Capturing the Full Potential of Your Workforce?* With employee dissatisfaction at an all-time high and job security more tenuous than ever, today's managers are scrambling to motivate their teams, often at great cost. If you're like most, it has been next to impossible to elevate capacity without increasing headcount--until now. Workplace performance experts Don Brown and Bill Hawkins have created a revolutionary approach to energizing your team. Now you can drive growth--by targeting and empowering the right people. *Bring Out the Best in Every Employee* shows you exactly how to leverage the untapped asset that's already on your payroll. The fact is, most managers devote so much time to either high-potential or high-problem employees that they neglect the critical mass at the top of the bell curve. And they can mean the difference between surviving . . . and thriving. This is an essential road map for any manager who wants to: Identify and target the "core" of his or her team Discover what the "silent majority" of the workforce actually wants Create a personal, actionable engagement plan for every employee Master the techniques to develop the capacity of "Solid Citizens" Most important, you'll learn what drives today's workforce . . . and what employees want from you in order to perform. By surveying more than 6,000 workers around the world, the authors identified what to stop, start, and continue doing to increase your return-on-leadership. Get yourself ready for honest--and sometimes shocking--feedback. Their findings will astound you and broaden your effectiveness exponentially.

From the Back Cover *Are You Capturing the Full Potential of Your Workforce?* With employee dissatisfaction at an all-time high and job security more tenuous than ever, today's managers are scrambling to motivate their teams, often at great cost. If you're like most, it has been next to impossible to elevate capacity without increasing headcount--until now. Workplace performance experts Don Brown and Bill Hawkins have created a revolutionary approach to energizing your team. Now you can drive growth--by targeting and empowering the right people. "*Bring Out the Best in Every Employee*" shows you exactly how to leverage the untapped asset that's already on your payroll. The fact is, most managers devote so much time to either high-potential or high-problem employees that they neglect the critical mass at the top of the bell curve. And they can mean the difference between surviving . . . and thriving. This is an essential road map for any manager who wants to: Identify and target the "core" of his or her team Discover what the "silent majority" of the workforce actually wants Create a personal, actionable engagement plan for every employee Master the techniques to develop the capacity of "Solid Citizens" Most important, you'll learn what drives today's workforce . . . and what employees want from you in order to perform. By surveying more than 6,000 workers around the world, the authors identified what to stop, start, and continue doing to increase your return-on-leadership. Get yourself ready for honest--and sometimes shocking--feedback. Their findings will astound you and broaden your effectiveness exponentially. About the Author DON BROWN is the developer of Multi-Touch Performance. He has spent 30 years "helping people with people" for the likes of Anheuser-Busch, Ford Motor Company, United Airlines, Harley-Davidson Motor Company, Jaguar Cars, SYKES, and Hilton Hotels. BILL HAWKINS is a leadership effectiveness expert whose clients include American Express, Ashland Corporation, ATT, BellSouth, Bloomberg, Cox Enterprises, DirecTV, The Internal Revenue Service, Johnson Johnson, Labatt Breweries, Motorola, Nortel, PNC Bank, SUN Microsystems, and Weyerhaeuser.