

You can build and lead teams full of self-motivated, innovative contributors

- The truth about building a workforce that's positive, committed, passionate
- The truth about what really motivates people—and what doesn't
- The truth about leading with authenticity, clarity, consistency, and inspiration

FINNEY

THE TRUTH ABOUT

Simply the best thinking THE TRUTH AND NOTHING BUT THE TRUTH

This book reveals **49 PROVEN LEADERSHIP PRINCIPLES** and bite-size, easy-to-use techniques that work.

“Martha succeeds in reducing one of the business world’s most sought-after but amorphous concepts—employee engagement—into 49 digestible, fun-to-read truths.”

CHRISTOPHER RICE, President and CEO, BlessingWhite



Martha I. Finney is a management consultant, executive interviewer, speaker, and columnist specializing in leadership communications and employee engagement. The producer of the Web-based journal, *Working from the HeartLand*, she has written or coauthored many books, including *HR from the Heart* (with Libby Sartain). Finney has appeared on CNN and NPR *Morning Edition*, and has worked with executives from AFLAC to Yahoo!, the CIA to the New York Philharmonic, Caterpillar to Starwood Resorts and Hotels.

THE TRUTH ABOUT

GETTING THE BEST FROM PEOPLE

GETTING THE BEST FROM PEOPLE

“Get rid of the carrot and the stick..”

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Martha I. Finney
Leadership consultant and President/CEO of Engagement Journeys, LLC

Praise for ***The Truth About Getting the Best from People***

“Finally, a no-nonsense primer for leaders on how to build...and keep...extraordinary talent. This book should be in the briefcase of every exec in the world and should be pulled out every day for a refresher on how to be a *real* leader.”

Dan Walker, Former Chief Talent Officer for Apple, Inc.

“A fun and easy-to-read blueprint on understanding and creating engagement within a team. No high falootin’ business jargon here—Martha Finney tells it like it is. She helps supervisors and managers uncover the secrets of employee engagement through behavioral examples, successes at top companies, and her charming storytelling.”

Kirsten Clark, Senior Director, Organizational Capability Group,
Starwood Hotels and Resorts

“Martha succeeds in reducing one of the business world’s most sought-after but amorphous concepts—employee engagement—into 49 digestible truths.”

Christopher Rice, President and CEO, BlessingWhite

“A must-read for new supervisors and managers, with lots of essential lessons and tips.”

Tom Mathews, Senior Vice President, Human Resources, Time Warner Cable

“Easy-to-read stories and useful truths about leading. I wish I had this book when I first became a manager. I had to learn some of these truths the hard way!”

Scott Shute, Senior Director, Xilinx

“The book is outstanding! Very easy to read....great examples, great advice, and the corporate world would be a better place if just 50 percent of the managers would follow your advice!”

Peg Wynn, Former SVP/HR, Adobe

“I started reading and found myself grabbing for a highlighter. I got to the following line “Getting the best is about building a culture of trust, connection, growth, and service.” I had to drop a box around that one.”

Tiane Mitchell Gordon, Senior Vice President,
Office of Diversity and Inclusion, AOL

“Finney has gifted us an important compendium of accessible and eminently actionable insights about employee engagement. Using ‘The Truths’ as a guide, generations of managers will find infinite opportunities to unleash, inspire, and leverage the inherent talent in their people. My advice? Seize it! It will enable you to dramatically affect the future of your team, your organization, and your own career.”

Jane Creech, Founder and Principal, Strategic Business Systems (Organization Consulting & Leadership Coaching), Former Sr. Director, OD, eBay

“If you are looking for a great way to deliver Management 101, just distribute this book. It has everything that someone new to management needs to know. Savvy, and sassy, and smart, this is an easy but important read!”

Beverly Kaye, Coauthor, *Love ‘Em or Lose ‘Em*

“Just when I thought one truth was as good as it could get, the rest lived up to it! I loved the anecdotes and the final truth, ‘You’re still the Boss.’”

Ed Martin, Vice President, Global Human Resources, Atheros Communications

“The subject is important, pragmatic advice told in an entertaining way. Front line managers need this for perspective. This book has some great “keys” to bringing out the best in people!”

Jim Wiggett, President & CEO, Jackson Hole Group

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TRUTH

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Engagement happens one
person at a time

 Abe is a corporate security expert who has devoted his life to his profession. Born in India to a Muslim family, he moved to the United States as a young man, went to school, discovered corporate security, and started a thriving security consulting firm using his birth name, which was immediately identifiable as being Muslim. Then 9/11 happened, and his practice predictably plummeted. A Secret Service agent friend of his took him aside one day and gave him this advice: “You have a choice. Keep your profession. Or keep your name. At this point in time, you can’t have both. Maybe later, but not right now.” Abe chose to keep his profession.

Because he had already converted to Christianity, he felt no religious allegiance to his name. So he adopted his American wife’s Anglo-Saxon maiden name. But what about “Abe?” Why did he choose that name? His answer: “Abraham is the last prophet that Christians, Muslims, and Jews together revere. By calling myself Abe, I’m using my name as the symbol of my life’s purpose, which is to unify people according to values we all share.”

To look at Abe passing you in the hallway, this is what you might see: a smiling, friendly guy, dressed in a suit or business casual, with his laminated employee ID hung from a lanyard and tucked into his breast pocket. He’s just like any other guy you’d pass in the hallway. There’s probably nothing especially deep on his mind, you might assume. He’s just like your other good employees. They show up to work on time. They get the job done reasonably reliably. They come up with good ideas now and then. And they follow the rules. What more do you really need to know about your employees?

But, just like Abe, many of those other employees you’d pass in the hallway have amazing stories to tell about how their work helps them realize their own heroic missions in life. Everyone has a story—a saga, actually—of learning, working hard, pursuing his dreams, finding his life’s purpose, making tremendous sacrifices, beating the odds, saving his family, saving his children, saving his marriage, saving himself. And, for many of these people, their jobs play an

Their jobs play an essential role in their saga of personal purpose.

essential role in their saga of personal purpose. Capture some of that passion, and you can use it to fuel your company's mission-critical objectives.

Give your employees the chance to express the fullness of their life's saga and talk about how their jobs intersect with their life's mission. You'll be amazed at the variety of their points of connectivity. You have employees just like Abe who have amazing stories to tell about how their jobs are helping them make dreams come true. Every single one of them has some compelling aspect to his sense of self that's driving him forward. Find out what that certain something is, discover how it links with your company's objectives, and you've got engagement that will outlast any paycheck, any promotion, or any awards ceremony.

You actually have to talk to your employees one person at a time to find out what their story is. This is the "voice of the employee," but too often it gets aggregated into one huge clump of quantifiable opinions that emerge from surveys. Surveys may be important, but they don't breathe life into the flame of career passion. There are hundreds of books on "do what you love," but when was the last time you saw a book called, *The Survey-Driven Life or Fill Out Those Surveys, and the Money Will Follow?*

If you want to truly engage your employees, engage them on the level of *their* passion. If you want to truly engage your employees on the level of their passion, give them the chance to speak from their own hearts, tell their own stories, and inspire each other in the vision that your company is the place that will help them manifest their greatest destinies. One employee at a time.

If you want to truly engage your employees, engage them on the level of *their* passion.

