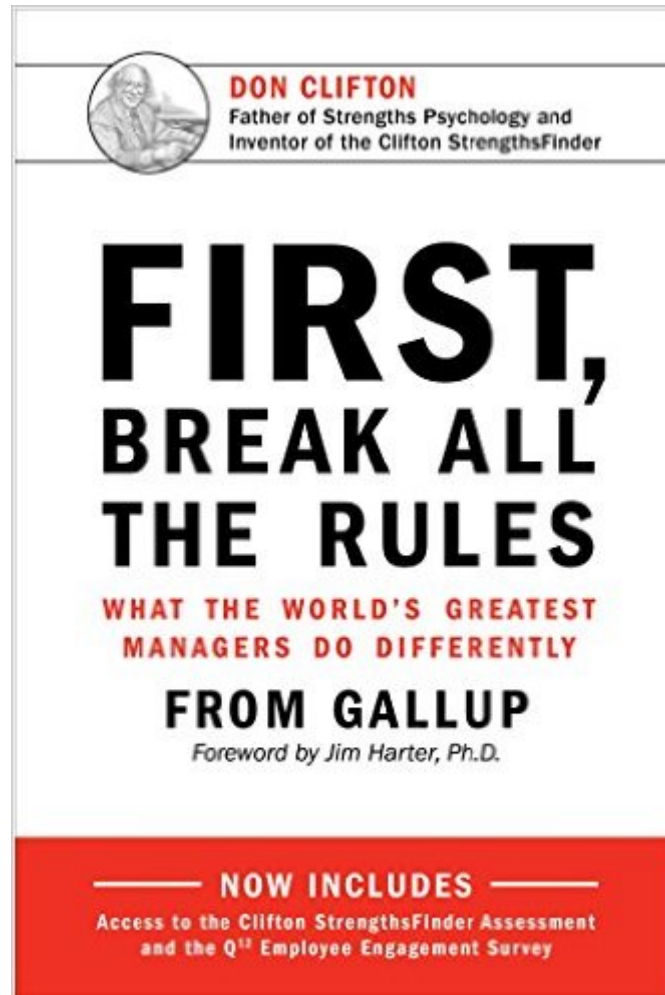


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# First, Break All The Rules: What The World's Greatest Managers Do Differently



## Synopsis

Gallup presents the remarkable findings of its revolutionary study of more than 80,000 managers in *First, Break All the Rules*, revealing what the world's greatest managers do differently. With vital performance and career lessons and ideas for how to apply them, it is a must-read for managers at every level. Included with this re-release of *First, Break All the Rules*: updated meta-analytic research and access to the Clifton StrengthsFinder assessment, which reveals people's top themes of talent, and to Gallup's Q12 employee engagement survey, the most effective measure of employee engagement and its impact on business outcomes. What separates the greatest managers from all the rest? They actually have vastly different styles and backgrounds. Yet despite their differences, great managers share one common trait: They don't hesitate to break virtually every rule held sacred by conventional wisdom. They don't believe that, with enough training, a person can achieve anything he sets his mind to. They don't try to help people overcome their weaknesses. And, yes, they even play favorites. In this longtime management bestseller, Gallup presents the remarkable findings of its massive in-depth study of great managers. Some were in leadership positions. Others were front-line supervisors. Some were in Fortune 500 companies; others were key players in small, entrepreneurial firms. Whatever their circumstances, the managers who ultimately became the focus of Gallup's research were those who excelled at turning each individual employee's talent into high performance. Gallup has found that the front-line manager is the key to attracting and retaining talented employees. This book explains how the best managers select an employee for talent rather than for skills or experience, set expectations, build on each person's unique strengths rather than trying to fix his or her weaknesses, and get the best performance out of their teams. And perhaps most important, Gallup's research produced the 12 simple statements that distinguish the strongest departments of a company from all the rest. *First, Break All the Rules* is the first book to present this essential measuring stick and to prove the link between employee opinions and productivity, profit, customer satisfaction and the rate of turnover. *First, Break All the Rules* presents vital performance and career lessons for managers at every level – and best of all, 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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First, Break All The Rules: What the World's Greatest Managers Do Differently Marcus

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