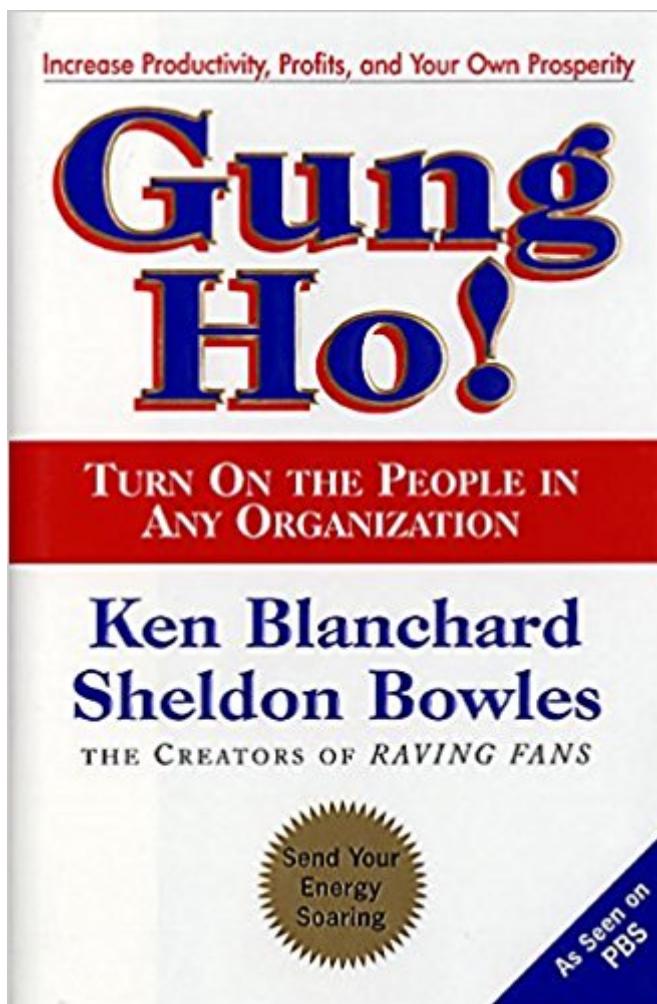


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Gung Ho! Turn On The People In Any Organization



Synopsis

Ken Blanchard and Sheldon Bowles, co-authors of the New York Times business bestseller *Raving Fans*, are back with *Gung Ho!* Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world. *Raving Fans* taught managers how to turn customers into full-fledged fans. Now, *Gung Ho!* brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of *Gung Ho*--a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of *Gung Ho* are: The Spirit of the SquirrelThe Way of the BeaverThe Gift of the GooseThese three cornerstones of *Gung Ho* are surprisingly simple and yet amazingly powerful. Whether your organization consists of one or is listed in the Fortune 500, this book ensures *Gung Ho* employees committed to success. *Gung Ho!* also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas. Destined to become a classic, *Gung Ho!* is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story. Management legend Ken Blanchard and master entrepreneur Sheldon Bowles are back with *Gung Ho!*, revealing a surefire way to boost employee enthusiasm, productivity, and performance and usher in astonishing results for any organization. *Raving Fans* brilliantly schooled managers on how to turn customers into raving fans. *Gung Ho!* now brings the same magic to employees. Here is the story of how two managers saved a failing company and turned in record profits with record productivity. The three core ideas of *Gung Ho!* are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I promise to buy books, but can't wait. We need now!" Like *Raving Fans*, *Gung Ho!* delivers.

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Customer Reviews

In these days where the computer reigns supreme and management thought is presented in complicated models, there is something refreshing about management principles taught by allegory. Blanchard (The One Minute Manager, LJ 3/1/84), along with coauthor Bowles (Raving Fans, Morrow, 1993) recounts an organizational turnaround based on three Native American lessons. In "The Spirit of the Squirrel," the lesson is one of the power of worthwhile work. In "The Way of the Beaver," the lesson is accomplished through empowerment. In "The Gift of the Goose," the lesson is the exponential factor of motivation. The problem inherent in the principles in this work, or any change program from weight-loss diets on up, is that there needs to be constant focus; success, if it is not continually renewed, is dissipated over time. Although new, this work makes a good preface and companion to Eliyahu Goldratt and Jeff Cox's The Goal (North River, 1992. 2d ed.).?Steven Silkunas, Southeastern Pennsylvania Transit Authority, PhiladelphiaCopyright 1997 Reed Business Information, Inc.

""Gung Ho!" will make a difference in your life, and in the lives of all of those you have the privilege to touch."-- Anthony Robbins, author of "Awaken the Giant Within"and "Unlimited Power""""Gung Ho!" will become the preeminent book in energizing and empowering people as "The One Minute Manager? has become for management and "Raving Fans for customer service."-- Harvey Mackay, author of "Swim with the Sharks Without Being Eaten Alive"and "Dig Your Well Before You're Thirsty""Aboriginal North Americans are running banks and hospitals, designing computers and teaching in universities. They own and operate thousands upon thousands of successful businesses. It's nice to have the business-book world finally catch up to reality and give us Andy Longclaw, a man who saved 1,500 jobs and may well save yours." -- Phil Fontaine, Grand Chief, Assembly of Canadian Chiefs"Ken Blanchard and Sheldon Bowles strike again. "You need and "business needs "Gung Ho!" This book will revolutionize any organization which adopts it, and those that don't won't survive. It's that simple."-- Tom Peters, co-author of "In Search of Excellence""I

predict that like "Raving Fans" and "The One Minute Manager?", "Gung Ho!" will become an invaluable tool in our team's pursuit of excellence. It conveys meaningful lessons about motivation, inspiration, and goal-setting that any organization can put to immediate use."-- Sally Gore, Human Resources Leader, W. L. Gore & Associates, Inc. "'Gung Ho!' shows in three easy steps how to release the energy and enthusiasm of your whole team and focus it on success. A great book."-- Stephen R. Covey, author of "The 7 Habits of Highly Effective People"

I was introduced to Gung Ho and Ken Blanchard Leadership in 1999 and have continued to go back to the basic principles found in this book since. Is it a cure for all company woes? No. Will it provide a framework for conversation and place from which to begin? Absolutely. Do the animals and native American lore resonate with all readers and cultures? Probably not. Do the principles they represent? Absolutely. The story is a simple one, but if that is all you take away from Gung Ho, you will have missed the wisdom in the simplicity. GHF - Chris

As is the case with most Ken Blanchard books, the writing style is conversational, and told in the form of a story. The protagonist is faced with - essentially - one year to turn around an under-performing plant. Using some leadership tactics taught by observation of animals in nature and the guidance of a Native American manager, she discovers the power of purpose, self-direction and celebration of wins. While the story has some typical stereotypes and kitschy components, the message is a powerful one - and an easy one to grasp. Employees want to do something that matters, they want to understand why they're doing what they do. They want to have a positive impact, and they want to feel appreciated. We, as managers, often forget these very basic components. Blanchard's book is a great and easy to read reminder of how to build enthusiasm. It is a simple concept, but challenging to consistently implement. If you read and succeed in the implementation of the principles contained in the book, you will have a productive and motivated team.

This book is incredible. It really changed my outlook on my job and how I perform it. My whole team is reading this book because our Manager recommended it. We love it. It's an easy read but really holds your attention and puts things into perspective in the work force.

I read it years ago during graduate school and am re-reading it now. easy read, nice story, and good principles I still rely on today.

I hate self help type business books...typically can't get through a chapter. BUT I really enjoyed this book. Even though it's a self help business book there's enough story in it to keep you interested and the points it makes are easily applied and are delivered in an easy to read fashion. Great book!

Great read.

Benefit as a store manager. Tells a story and uses nature to communicate the concept of being Gung Ho in a workplace.

I first got introduced to this book through one of my leadership college courses. After reading just the first part of it, I was hooked. Ken Blanchard and Sidney Bowles have once again hit the mark in providing a simple common sense approach to leading employee engagement in your organization. I work in a food manufacturing plant and instilled the Gung Ho! principles on one production line as a plant pilot project and in just months there was an increase of productivity and a decrease in line waste, employee absenteeism and negative behavior. The line management on the remaining production lines begged to have Gung Ho for their line employees. I would recommend everyone to look past the parable story and focus on the facts of the principles themselves. Oh and for those of you who rated this book negatively, you probably need Gung Ho more than you even realize. I would rate it 10 stars if I could.

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