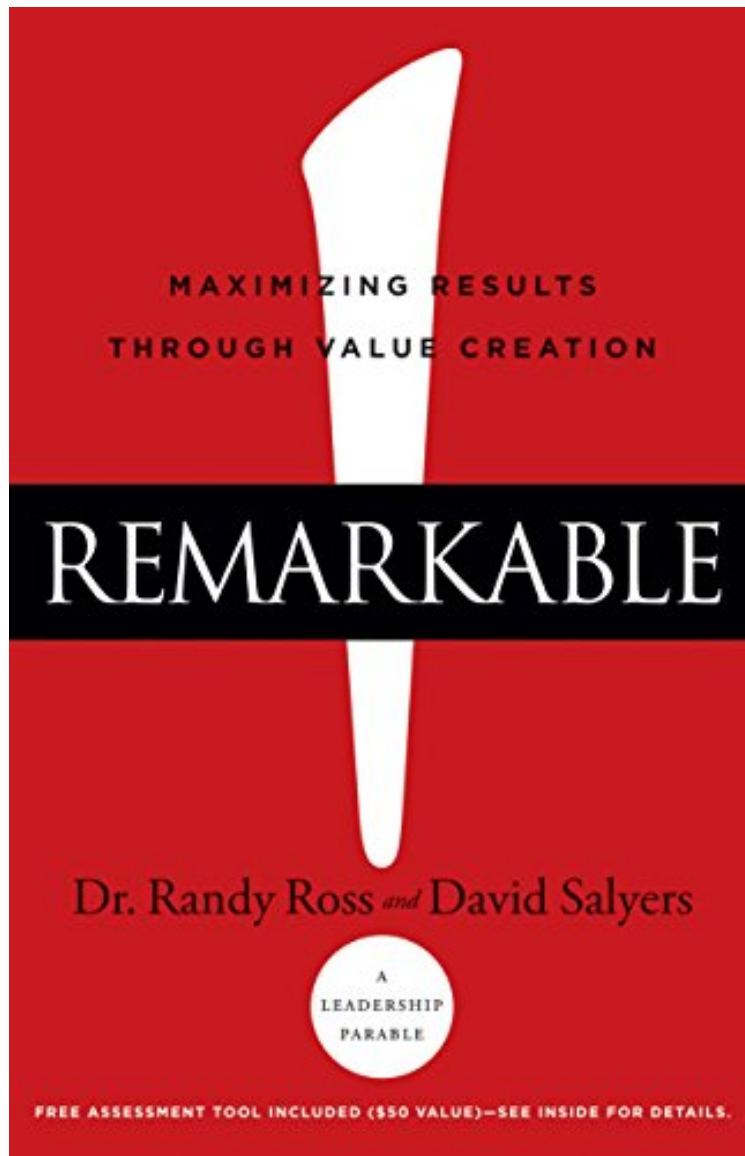


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Remarkable!: Maximizing Results through Value Creation

Dr. Randy Ross, David Salyers
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When it comes to qualities such as passion, enthusiasm, energy, and creativity, the majority of the American workforce could be described as "severely lacking." Too many people just go through the motions, viewing work as something they have to do rather than something they love to do. This translates into lackluster performance, lost opportunities, and a staggering loss of profits. So how does a team leader turn a business-as-usual team into a remarkable one?Remarkable! is an entertaining and enlightening business parable that has the power to turn any team around. Through the humorous and eye-opening story of Dusty, leaders will discover how to build a culture that inspires team members to bring the best of who they are to the table every day. Addressing the three dimensions of culture--values, beliefs, and behaviors--Remarkable! introduces readers to the Four Maxims of Value Creation: creativity, positivity, sustainability, and responsibility. It shows leaders the most effective ways to cultivate these qualities in their team members and how to craft a corporate culture where people can thrive.

"Infused with humor and a fascinating story line, this book sets forth principles of a value system that will ensure enduring success for any organization. It is a dramatic story that is both enjoyable and powerful. It is Remarkable!"- Earl T. Leonard, Jr., SVP (retired), the Coca-Cola Company"Remarkable! provides compelling insight as to how personal character development and a healthy corporate culture are inextricably linked."- Dave Ridley, SVP Southwest AirlinesFrom the Inside FlapThere is only one differentiating factor between average and Remarkable: value creationRemarkable! is an entertaining and enlightening business parable that has the power to turn around any team. Through the humorous and eye-opening story of Dusty Harts, you'll discover how to build a workplace culture that inspires your team members to bring the best of who they are to the table every day, creating an environment that maximizes value creation in every endeavor.Addressing the three dimensions of workplace culture--values, thinking, and behaviors--Remarkable! shows managers and CEOs alike the keys to building a strong team and avoiding the common workplace problems that sap energy and break down teamwork. By seeking to bring creativity, positivity, sustainability, and responsibility to every endeavor, you can craft a corporate culture in which people thrive and do their best work.|Dr. Randy Ross is founder and CEO (Chief Enthusiasm Officer) of Remarkable! A master of cultural transformation, Dr. Ross has a unique understanding of employee engagement and offers practical solutions for increasing both team morale and performance. He has traveled throughout the United States and internationally as a speaker, consultant, and coach, building teams and developing leaders.David Salyers is vice president of national, regional, and local marketing for Chick-fil-A, Inc. As a passionate student of life and business, he has spent over thirty years seeing the principles in Remarkable! play out. Serving as a board member for numerous nonprofit organizations, along with for-profit startups, has convinced him that the principles of value creation are universally applicable.From the Back CoverWhen it comes to qualities such as passion, enthusiasm, energy, and creativity, a majority of the workforce could be described as "severely lacking." Too many people go through the motions, viewing work as something they have to do rather than something they love to do. This translates into lackluster performance, lost opportunities, and a staggering loss of profits. So how does a team leader turn a business-as-usual team into a remarkable one?Discover the secret in Remarkable!"For over three decades I've seen firsthand how the emotional climate of an organization and its culture are both created and sustained by leaders.nbsp;Remarkable!nbsp;has been masterfully crafted to help you, the leader, take control of your culture and make it come alive!"--Dr. Henry Cloud, clinical psychologist, acclaimed leadership expert, and New York Times bestselling author"Infused with humor and a fascinating story line, this book sets forth principles of a value system that will ensure enduring success for any organization. It is a dramatic story that is both enjoyable and powerful. It is Remarkable!"--Earl T. Leonard Jr., retired senior vice president, the Coca-Cola Company; distinguished executive-in-residence, Terry College of Business, The University of Georgia "There is significant empirical evidence that a healthy corporate culture facilitates sustained organizational success. Remarkable! provides compelling insight into how personal character development and a healthy corporate culture are inextricably linked."--Dave Ridley, senior vice president, Southwest Airlines"When the culture of an organization is right, people are motivated by factors far more powerful than money. Remarkable! will help you get the culture right."--Andy Stanley, author and founder of North Point Ministries, Inc.