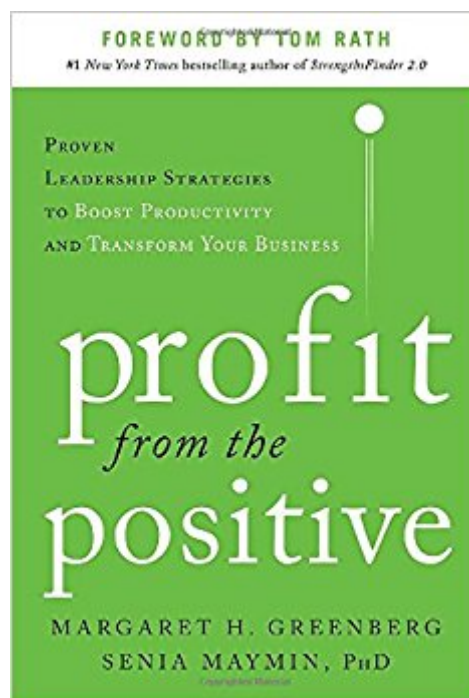




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# Profit From The Positive: Proven Leadership Strategies To Boost Productivity And Transform Your Business, With A Foreword By Tom Rath (Business Books)



## Synopsis

“Profit from the Positive is a rare business book that is deeply credible and compels you to act right away. If you put its tools and techniques into practice, you will become a better leader.”

—Tom Rath, from the Foreword

You’re constantly challenged to grow your business, increase productivity, and improve quality—all while reducing or keeping budgets flat. So what’s a manager to do? You’ve streamlined processes. You’ve restructured. You’ve sought customer and employee feedback. You’ve tried everything. Now, try something that works.

Profit from the Positive is a practical, groundbreaking guide for business leaders, managers, executive coaches, and human resource professionals. Whether you lead three employees or 3,000, this book shows you how to increase productivity, collaboration, and profitability using the simple yet powerful tools from the new field of Positive Psychology. Featuring case studies of some of the most forward-thinking and successful companies today—Google, Zappos, and , to name a few—Profit from the Positive provides over two dozen evidence-based tools you can apply immediately. Learn how to:

- Set habits, not just goals
- Recognize the Achoo! effect
- Stop asking the wrong questions
- Hire for what’s not on the resume
- Turn strengths into a team sport

Preview, don’t just review, performance

The best part? These strategies don’t cost a dime to implement!

Trained by Dr. Martin Seligman, who is known as the father of Positive Psychology, Margaret Greenberg and Senia Maymin translate the scientific research and make it accessible to the business world.

**PRAISE FOR PROFIT FROM THE POSITIVE:**

“Put it on your nightstand, bring it on the plane with you—however you do it—read this book. Profit from the Positive gives actionable steps for managers’ biggest burning questions. As a twenty-first-century leader, you cannot do without it.”

—Marshall Goldsmith, New York Times bestselling author of *MOJO* and *What Got You Here Won’t Get You There*

“Profit from the Positive gives the busy executive ways to improve performance immediately—in some cases by up to 50 percent—without restructuring the organization or bringing in any consultants. Finally, a leadership book that bridges the chasm between what science knows and what business needs!”

—Chip Conley, founder of Joie de Vivre Hotels and New York Times bestselling author of *PEAK* and *Emotional Equations*

“Profit from the Positive is a thought-provoking and practical guide . . . an invaluable resource for anyone seeking to be an exceptional manager and contributor at work.”

—Gretchen Rubin, New York Times bestselling author of *The Happiness Project*

“Greenberg and Maymin—pioneers in the application of Positive Psychology to organizations—have built an exciting and important bridge between compelling evidence and actionable practice. Profit from the Positive is a valuable resource for anyone seeking to boost organizational productivity and the quality of work life.”

—Adam

Grant, professor at the Wharton School at the University of Pennsylvania and New York Times bestselling author of Give and Take "Profit from the Positive is a straightforward business book that offers tools, backed by solid research, which can help any manager and their team." —Tony Hsieh, CEO of Zappos.com, Inc., and New York Times bestselling author of Delivering Happiness

## Book Information

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## Customer Reviews

"...If you are a leader, or would like to become one, the best advice that I can give you is to follow the advice in this book." —Tal Ben-Shahar, New York Times bestselling author of Happier and Choose the Life You Want "...The suggestions in Profit from the Positive are what business schools will be teaching in ten years." Shawn Achor, New York Times bestselling author of The Happiness Advantage "So many people are working from the negative side of the coin these days. Greenberg and Maymin have given you lots to implement here. Don't simply read this book. Absorb it." Chris Brogan, CEO of Human Business Works and New York Times bestselling author of Trust Agents "Profit from the Positive is a phenomenal book because it suggests small changes that make a huge difference...." —Debbie Newhouse, learning and development manager at Google and author of The Magic Seed "I have two pieces of advice for any startup founder--be prepared for very little sleep and read Profit from the Positive from cover to cover." Thomas M. Davidson, cofounder and CEO of EverFi, Inc.

Now announcing the first ever "Profit from the Positive" Certificate Program. For all HR leaders, L&D trainers, and advanced coaches, here is a workshop you will be trained to deliver either in person or online. --This text refers to an out of print or unavailable edition of this title.

I love this book. The authors pack the most relevant findings regarding what make leaders and organizations flourish into a book that is lingo-free and extremely clear. That in itself is a huge achievement. The book has 4 chapters for personal mastery: the productive leader, the resilient leader, the contagious leader, and the strength-based leader. It has 4 chapters for leading others: hiring, engaging employees, performance reviews and meetings. And a chapter that puts it all together. Sprinkled in the different chapters are 31 easy-to-use tools (conveniently summed up in an appendix) that put Positive Psychology into action. If you are a leader who is looking for a scientifically-sound yet extremely practical book to profit from the insights of Positive Psychology, this is it.

After moving from independent practice (clinical psychology) to the corporate world I became interested in positive psychology and strength-based coaching and leadership. Today I am a fan! Despite my passion I often wrestled with exactly how positive psychology and a strength-based approach could be applied to leadership development and performance and development coaching. Thank goodness that I discovered "Profit from the Positive!" Greenberg and Maymin have done an outstanding job in providing the reader with over two dozen practical tools leaders (and executive coaches) can use. In addition to being practical and easy to implement let me share some of the specific reasons for my 5-Star rating: \* the little boxes throughout that include additional information \* the boxes with specific questions leaders/coaches can use to tap into underlying strengths and passion \* "Key Takeaways" at the end of each chapter \* reflection questions (really helpful for the reader to reflect and plan) \* the appendix that includes self-assessments and employee assessments of the manager \* "Good Reads" with recommendations for further reading (remembering that the authors emphasize "don't just read the book!") Nice, succinct references section is also included although I do prefer to see references embedded in the text but that's just me. If there is interest in implementing a strength-based, positive psychology approach this is a must read! Ed Nottingham, PhD, PCC Author, *It's Not As Bad As It Seems*

Wonderful book that is full of tools and techniques to grow your positive leadership approach. Leveraging strengths and creating a culture of employee engagement is the way to improve

happiness and performance at the workplace. Read this book. It will provide you with real time, in the moment exercises to support you in growing your emotional intelligence and positive approach. I am also obtaining a certification for Profit from the Positive with Margaret and Senia. It has been a great experience! Both women bring lots of experience and real life applications of the tools they write about in their book. I am applying these tools with my clients and colleagues and getting positive results.

PFTP offers is a user-friendly guide to transforming corporate culture by impacting individual leaders' thoughts, feelings (achoo!) and actions. Perhaps that individual leader is you -- and why you're reading this review -- and thinking about buying this book. Can I offer you some advice? (Asking questions is always a positive strategy for motivation.) Buy the book! You'll have a primer in positive psychology -- a comprehensive overview of the science supporting that positive psychology tools and concepts can enhance business goals while impacting employee wellbeing--AND you'll have "the how" -- practical, practical, practical applications which the book is chock-full of. Don't forget to see the appendix for even more.

I've always been a person who looks for the practical elements of leadership. This book is grounded in research and set in the foundation of the best elements of positive psychology. The concepts presented in the book are attainable to the practitioners of business leadership at all levels. There are useful exercises and case studies in this book that help to make concepts applicable to the every day leader. In addition, the exercises are useful to everyone. As a leadership coach, I've already given this book as a gift to other leaders because of its practical and every day examples. Great book! You won't regret reading it.

If you have any interest in positive psychology, personal productivity, and authentic leadership, read this book. Senia and Margaret are positive psychology pros who consolidated dense research into useful nuggets we can use in our daily lives. You will find incredible wisdom and the tools to put it into practice. It's a fast read, written in everyday language even while referencing academic studies. From in-depth knowledge and simple suggestions, this book has it all; key takeaways and tangible tools abound.

This is more than a leadership book...it's a compilation of practical tools and reflective questions that are effective at home and at work. Within a week of reading it, I found myself introducing the

concepts of "setting habits, not goals" and "avoiding negativity bias" with my family. The challenges, to find something you can change immediately, are really helpful. I highly recommend this for new and seasoned leaders who want to improve how they lead. And for moms and dads who can always add to their arsenal of tools!

Can't say enough good things about this work. Instrumental, life-changing. A lot of principles that I "knew" - but didn't know how to DO. Brilliant, compassionate, intelligent, and most of all - tremendously effective. We call it the Company Bible. :-)

I have no hesitation recommending this to anyway. It has affected my personal life as deeply as it has my business world. Thank you for this work!

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