

THE ONE THING YOU NEED TO KNOW

About Great Managing, Great Leading and Sustained Individual Success MARCUS BUCKINGHAM

MARCUS BUCKINGHAM is an independent consultant, author and speaker. He is acclaimed as one of the world's leading authorities on personal productivity and management practices. Mr. Buckingham worked for 17-years for The Gallup Organization before founding his own firm. A graduate of Cambridge University, Mr. Buckingham is the coauthor of *First, Break All The Rules* and *Now, Discover Your Strengths*.

The Web site for this book is at www.marcusbuckingham.com.

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MAIN IDEA

It's human nature to always want to get to the heart of any matter. This is especially true in an information age, where there is so much data available on each and every subject it becomes easy to get side tracked. So what, exactly, is the key organizing principle of great management, of effective leadership and of a successful career?

The key to being a great manager is never to forget that everyone who reports to you is a unique individual. Your job is to find practical ways to capitalize on this rather than trying to eradicate those differences and get everyone to act in the same way. The more you can do this in practice, the better you'll become as a manager.

Managing

To excel as a leader rather than as a manager requires the opposite skill set. Leaders transform the group's fear of the unknown into confidence by providing clarity of purpose. Leaders create confidence by describing a better joint future vividly and precisely. As your skills grow in being able to do this, your effectiveness as a leader will grow and be enhanced.

Leading

To succeed in building your own career, find practical ways to eliminate from your working life those activities that detract from your personal strengths. Become highly skilled at making the small and subtle course corrections so you can sustain your highest and best contribution and the more valued, more fulfilled and more successful you will become.

Sustained Individual Success

The one thing you need to know about.....

Managing

Discover what's unique about each individual and find ways to capitalize on those individual character traits.

The four unique characteristics you must know about everyone:

- ► 1 Strengths
- Weaknesses
- Personal triggers
- Style of learning

Leading



Discover what are the universal truths about your organization and then capitalize on that understanding.

The four areas which all followers require their leaders to clarify in detail are:

- Who do we serve?
- What is our core strength?
- What is our current score?
- What action must we take?

Sustained Individual Success



Discover what you don't like doing and then find practical ways to stop doing those things.

The four ways to actually do this are:

- Quit your current role
- Carve out a better role
- Partner up with someone
- Change your perspective

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