

A book review and recommendation by Dan Beaulieu

75 Ways for Managers to Hire, Develop and Keep Great Employees

by Paul Falcone

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It's all about the team ... making a great team!

This valuable new book shows you how to select the right people and manage and motivate them to success. The interesting thing about this book is that, at first glance, my initial impression was, "Yeah sure, I know all of this stuff. I've heard it all before so why did Mark want me to read this book?" I say this because a friend of mine had recommended this book to me with such enthusiasm that you might have thought it was a new Stephen King novel.

I trust Mark and consider him a pretty smart guy. So the fact that he recommended this book so highly made me take a closer look, and man I'm glad I did because this book offers entirely new and logical ways to "develop and keep great employees" as the author states in the title.

Truth be known, we all assume that we already know what this book is about. We all have been exposed in one way or another to the ideas and principles highlighted in this book and maybe in some ways we have. However, it is likely superficially and without the depth of thought that the author is delivering.

Take coaching for example. For those of us who have been in management for many years, coaching seems like second nature — something that we can do with eyes closed and one arm tied behind our back. As you read through the chapter on coaching, however, you quickly come to learn that this is not the case — no, not at all.

Have you heard of "piercing the veil" and getting right through to the person you are coaching by asking the right questions, in the right way, so that you get right down to what the person you are coaching really needs help with?

How about how to deliver the best performance reviews so that your employee leaves motivated and inspired to do a great job?

Or how about avoiding the "L" word — litigation. That is something none of us are experts about, right?

What about taking your employees down a career path that ensures the possibility of creating great, empowered and loyal employees for life ... or at least a very long time?

No, sorry, we all don't know everything there is to know about managing our work force no matter how long we have been at it. So with that in mind, this is a book all of us need, whether we want to admit it or not.

Dan Beaulieu is the president and founder of D.B. Management, LLC, a consulting firm specializing in all aspects of sales, marketing and branding with a focus on rep-principal relationships. His latest book is The PCB 101 Handbook which can be purchased online by emailing danbbeaulieu@aol.com. Dan is also the author of "It's Only Common Sense," a weekly sales column appearing at pcb007.com. Dan can be reached at 207-649-0879.



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