POCKET-SIZED, BUT POWERFUL . . . THE BRIAN TRACY SUCCESS LIBRARY.

The crucial element separating an exceptional career from a lackluster one is the ability to devise innovative solutions to work challenges. With research showing the direct relationship between ideas and profitability, creative thinking skills are vital to professional advancement.

As one of the world’s premiere success experts, Brian Tracy knows that creativity can be developed with practice and a few helpful tools. This concise book reveals 21 proven, practical techniques readers can use to immediately begin generating a stream of productive ideas, including how to:

Stimulate the three primary triggers to creativity • Inspire a creative mindset in staff through recognition, rewards, and environment • Use methods such as Brainstorming, Zero-Based Thinking, Nominal Group Technique, and Lateral Thinking to solve problems, improve systems, devise new products, and come up with fresh, exciting marketing angles • Ask focused questions to generate elegant solutions • Understand the difference between
mechanical and adaptive thinking • Rigorously evaluate new ideas . . . without shutting down the creative impulse

Containing mind-stimulating exercises and down-to-earth strategies, this career-changing book helps anyone tap into the root source of their own intuitive genius.

About the Author

BRIAN TRACY is the Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. One of the top business speakers and authorities in the world today, he has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the United States and more than 60 countries worldwide. He has written 55 books and produced more than 500 audio and video learning programs on management, motivation, and personal success.
Don’t run from criticism. Own it!

Nobody likes criticism. Handled poorly, it too often stings and breeds resentment—and most of us try to avoid it at all costs.

But criticism—crafted carefully and communicated skillfully—promotes trust and respect, motivates individuals, and serves as a catalyst for change. It has the ability to turbocharge workplaces and careers. If that sounds far-fetched, it’s because few understand how to properly give and receive the kind of critical feedback that brings positive results. _The Truth Doesn’t Have to Hurt_ rejuvenates this powerful but neglected art form. Executives, managers, team leaders—anyone who needs to temper praise with a dose of reality—will learn to:

Deliver the truth and have it taken as helpful • Create an atmosphere of acceptance • Avoid mistakes that sabotage an exchange • Control how they receive criticism so they benefit—even if it’s badly presented
Ignoring problems or always saying nice things will only maintain the status quo. This research-backed book delivers proven techniques and tools for motivating people and triggering improvement—swiftly and painlessly.

About the Author

DEB BRIGHT, PH.D. is founder and president of Bright Enterprises, Inc., a consulting firm devoted to enhancing performance. Her impressive roster of clients includes Raytheon, Marriott, Disney, GE, Chase, Morgan Stanley, and other premier organizations.
What sets the very best teams apart . . .

Emotion, more than anything else, spells the difference between stellar and mediocre team performance. Fear, anger, frustration, and other negative feelings, can endanger a group’s dynamic. But positive emotions have the power to transform it into a high-performance engine, where everyone operates at their peak. Their minds sharpen. They find creative solutions. They get great results.

Thanks to discoveries in neuroscience and psychology, we now know that emotions operate independently from our logical minds. They can’t be reasoned away. They must be dealt with directly. Drawing on the latest research, Primal Teams shows how anyone can control potentially damaging emotions, while triggering the kind of passion and energy that supercharge performance. Illustrated with compelling examples, this groundbreaking guide reveals how to:

Transform fear and negativity • Energize primal emotional systems • Activate insight and intuition • Foster emotional bonds and team spirit • Connect the team to a deeper purpose • And more

Emotions determine whether a group works with energy and enthusiasm or just goes through the
motions. With the array of insights and practical tools in this book, anyone can inspire an unprecedented level of performance.

**About the Author**

JACKIE BARRETTA is a Founding Partner of Nura Group, a consulting firm dedicated to enhancing team innovation and performance. Her work with primal emotions in teams has won her widespread recognition and dozens of prestigious awards.
Engaging learners online...in “real time.”

Virtual training gives learning professionals unprecedented flexibility, making it possible to reach participants globally and unite physically dispersed teams. But designers and facilitators must adapt their programs and delivery styles in order to be effective in this new medium. The Successful Virtual Classroom goes beyond introducing the technology, to offer trainers proven techniques tailored specifically to engage live online audiences.

Packed with easy-to-use tools, checklists, and worksheets—as well as case studies from Oracle, UPS, and more—the book introduces the PREP model for planning, rehearsing, executing, and then conducting a post mortem following the training event. Readers will learn how to:

Make the most of virtual classroom features such as content and screen sharing, annotation tools, polls, and breakout rooms • Weave chat responses into the discussion • Compensate for the absence of body language • Monitor feedback • Engage individuals with different
learning styles • Encourage audience contribution • Meet the unique needs of global participants • And more

Featuring icebreakers and interactive exercises designed for an online environment, this book helps readers create programs that truly drive learner engagement.

About the Author

DARLENE CHRISTOPHER is a Regional Knowledge & Learning Officer at the World Bank. She has been designing and delivering virtual training programs for global audiences for over ten years.