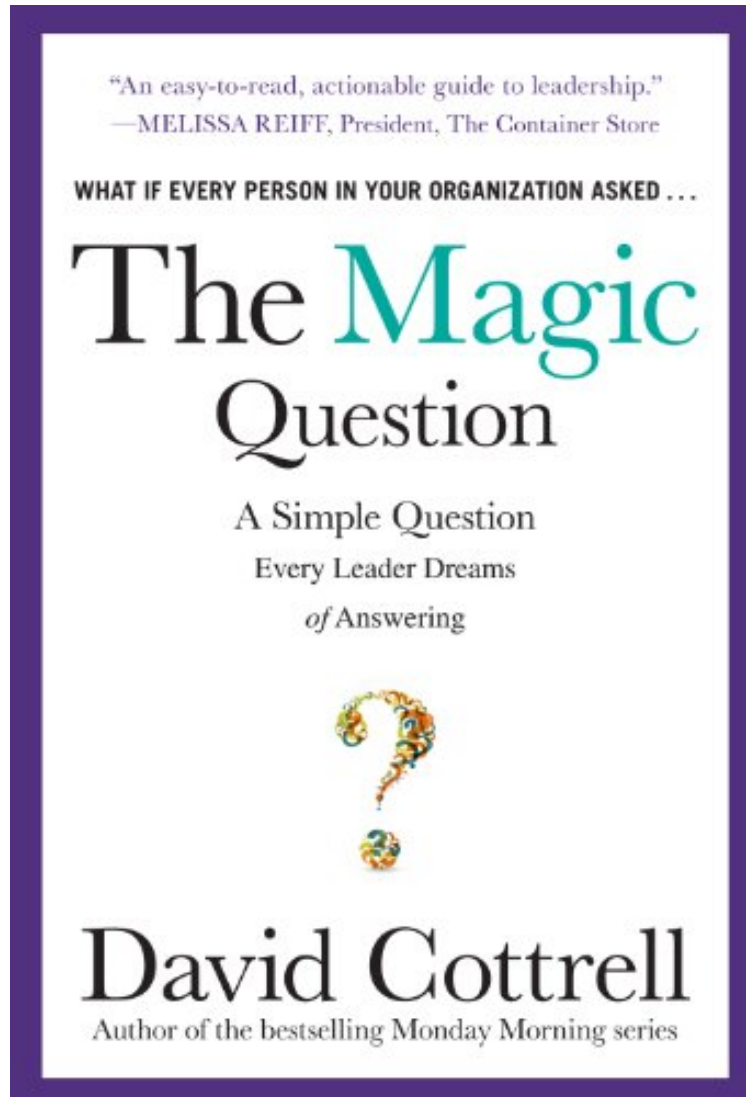


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The Magic Question: A Simple Question Every Leader Dreams of Answering

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9780071806169. Six questions. What is really important? How am I doing? How is our team doing? Do you care? What difference do we make? Are you worth following? Seems simple enough - but as you read through this book, few are doing this. The idea of this book seems weak until you realize that only 5% of our population reads a book a month. Add the challenges that Millennials seem to give to older managers and this book makes more sense. Is it worth \$16? Hard to say - and it will last about an hour's flight at 97 pp. Could be a wake-up call for some. 4 of 5 people found the following review helpful. The Magic Question By Jim Estill Great little book! It starts with 6 chapters with 6 other important questions: What is really important? (I am an advocate of asking this daily - defining this is one of the keys to success) How am I doing? How is the team doing? Do you care? What difference do we make? Are you worth following? And then the magic question. How can I help?

The business leader's toolbox for increasing morale, decreasing turnover, and contributing more than ever to your company's bottom line. What if you could create a culture where everyone is committed to the greater good of the organization? Sound like a pipe dream? David Cottrell will show you the wayndash; Ken Blanchard, coauthor of *The One Minute Manager* and *Lead with Luv* How can I help? Isn't that the question every leader longs to hear? What if every person on your team consistently asked you, How can I help? What if your team was totally in sync with and committed to achieving your organization's objectives? What if everyone on your team was willing to leave his or her comfort zone and take a risk to help your team win? Impossible? Unrealistic? Pollyanna? No. The team with the best leader usually wins. Sounds simple ... but what does it take to be the best leader? Often what is missing is the understanding of how to lead others toward a common goal. In its simplest form, leadership comes down to answering six key questions that are important to your team. When your team's needs are being met, they will want to ask you The Magic Question: How can I help? If you depend on results from others, this book is for you. It offers a proven method for creating an atmosphere in which employees willingly give discretionary effort. The Magic Question is not about a new leadership strategy. Strategies come and go. What you will learn is tried and true regardless of the strategic focus of the time, and the principles apply to businesses in every industry, as well as schools, hospitals, churches, even homes. When you hear The Magic Question, you will know you are on your way to better results and to achieving them faster than ever before. Every team asks the questions. Great leaders have the answers. David Cottrell is President and CEO of CornerStone Leadership Institute, one of the nation's largest publishers of management and leadership resources.

David Cottrell does it again with his genuine, easy-to-read, actionable guide to leadership. The Magic Question challenges us as leaders to communicate with clarity, transparency and compassion to yield mutually beneficial results within our teams and organizations. --Melissa Reiff, President, The Container Store What if you could create a workplace culture that fosters cooperation and connection between management and employees where everyone is committed to the greater good of the organization? Sound like a pipe dream? David Cottrell will show you the way in *The Magic Question*. Truly listening to your employees and letting them know that you care can go a long way toward promoting mutual respect and that makes you the kind of leader people want to follow. This is a powerful little book. --- Ken Blanchard, coauthor of *The One Minute Manager*; and *Lead with LUV* About the Author David Cottrell is President and CEO of CornerStone Leadership Institute. A premier authority on leadership, he has worked with many of today's most successful organizations, mentoring leaders to peak performance. Before founding CornerStone, he held leadership positions with Xerox and FedEx and led the successful turnaround of a Chapter 11 company. An internationally known author, educator and speaker, he has been a featured expert on public television and has shared his leadership philosophy and lessons with more than 250,000 leaders worldwide. David has authored more than 20 books, including: *Monday Morning Mentoring*, *Monday Morning Choices*, *Monday Morning Motivation*, *The Nature of Excellence*, *Listen Up Leader*, and *Birdies, Pars, and Bogeys: Leadership Lessons from the Links* David can be reached at CornerStoneLeadership.com