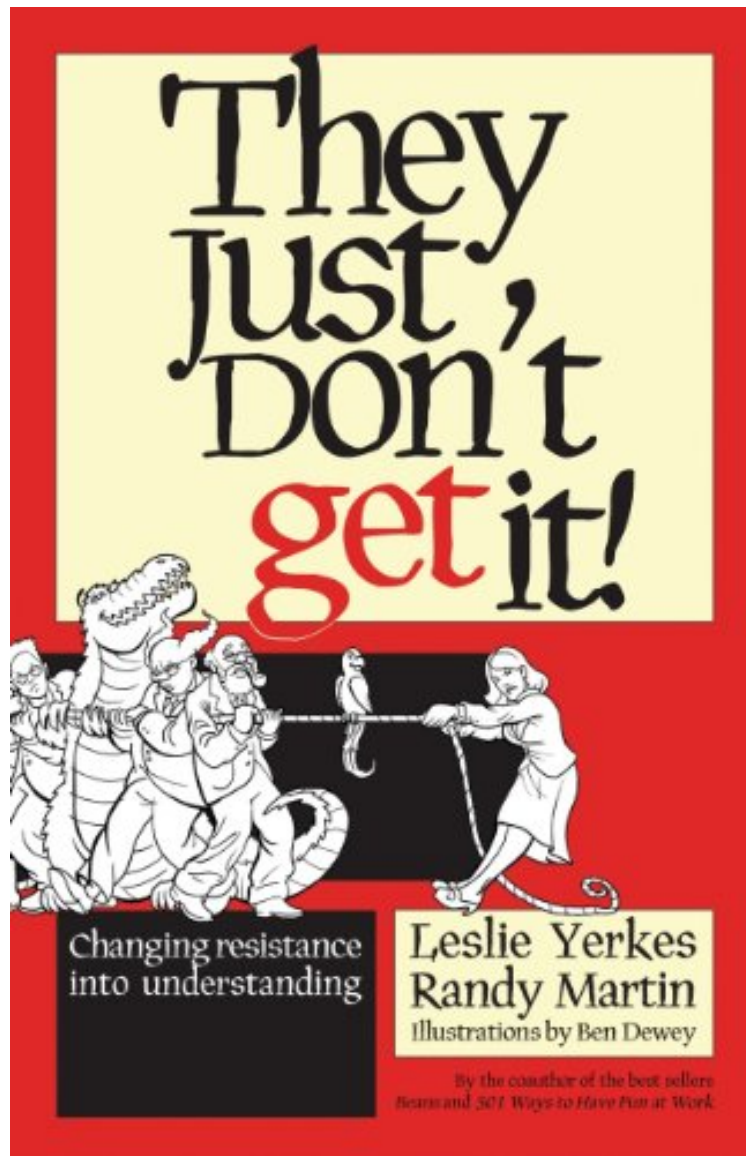


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## They Just Don't Get It!: Changing Resistance Into Understanding

Leslie Yerkes, Randy Martin

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**Leslie Yerkes, Randy Martin : They Just Don't Get It!: Changing Resistance Into Understanding** before purchasing it in order to gage whether or not it would be worth my time, and all praised They Just Don't Get It!: Changing Resistance Into Understanding:

0 of 0 people found the following review helpful. Smug, lazy, condescending, hollow, bland, self-congratulatory, and boring. By Ryan I counted up a total of 52 times through the first 100 pages (out of 149) that the authors used some iteration of "getting it." This is a children's book written for adults wrapped up in an unappetizing format, garish front cover design, and ugly, amateurish drawings on nearly every page. There might not even be 10,000 words in this

drivel. (The average book is approximately 140,000 words.) At heart, the concept is offering something for nothing. The tawdry tactic is inventing in the reader the feeling that you, reader, are an evolved, sophisticated manager/boss who happens to manage incompetent, low-IQ subordinates and you have to be extra paternalistic with them. If you explain your idea extra carefully and really, really slow, then the numbskulls might experience a moment of enlightenment and do what you tell them, as long as your orders are couched in rhetoric that is framed as a request because it is all how you say it, not what you actually say. They pitch this tripe too hard, hammering the reader over the head ad nauseum through 149 excruciating, albeit shrill pages. And then they are charging \$20 for an ugly hardcover? Absurd. What does the title actually refer to? "Getting it" : knowing how to live your life the right way, being successful, knowing how to achieve financial and positional success. Are the authors really on that plane of achievement? I doubt it. Nobody has ever heard of them. I paid 26 cents for this off a second-hand dealer, about the price of a cigarette. Sadly, it takes longer to smoke a cigarette than to read the book, because there are probably an average of 50 words on each page. There is just no content. I would have rather smoked the cigarette, and I quit smoking years ago. I paid \$3.99 for shipping and handling, and I'm kicking myself for doing so. That's two gallons of gas I could have purchased instead. I would respect the authors more if they replaced the "BUY" button on the page with an image of a styrofoam cup. I'll drop a handful of scuzzy pennies into it so at least they can walk away from the transaction with a shred of dignity. The audience this children's themed book is intended for (oh please, more fortune tellers with faux crystal balls!) are middle-managers who wish they could enforce unquestioned, instantaneous obedience. But, alas, humans nowadays unfortunately are expected to have agency over their own wretched lives, opinions of their own (however misguided!), and all too often have a hard time with total submission. "I guess they just don't get it, huh?" The solution is explaining things extra slowly and reductively and repeat yourself so often that the peons can eventually comprehend. This is a spiteful, nasty piece of vitriol, nothing more. It is simply a dreadful piece of writing that wouldn't pass muster in a college business class, at the undergraduate level. Even University of Phoenix students would feel ripped off. This is bottom of the barrel. The backbone of any type of successful writing on rhetoric in business is empathy, not calculated derision framed by cheap carny midway rhetorical tactics. "Hey sucker, step right up, pay attention to the fortune teller on page 27, she'll let you know we're in the on the same ruse." 0 of 1 people found the following review helpful. For those who get it. By Monty Rainey I've found parables to be a terrific way to keep training meetings fun, yet productive. The first time I tried it was with the help of a little book called "Customer at the Crossroads". The book featured about 8 or 9 characters as well as a group chorus. I assigned people to the various roles based on their personalities and those left over read the chorus pieces. We read the short book out loud over the course of about an hour and then had a productive discussion afterwards. I wasn't sure how the whole thing would be accepted, but after the meeting, the participants raved about how much they enjoyed the meeting and could we please do more of that! Well, since that time, I've kept my eye out for other business parables I could use. THEY JUST DON'T GET IT, by Leslie Yerkes and Randy Martin is another I have discovered that will fit the bill nicely. It can be read in about an hour, although it only has about a half dozen characters. This story is about business (and personal) communication. Something tantamount to success in today's busy world. Often, when rolling out a new company directive, people just don't get it. They don't understand what is attempting to be accomplished or why it is so important, or how it's going to work, or some other aspect of the plan that they just don't get. We tend to get frustrated with the people we are trying to introduce the concept to. This little parable makes us first take a look at ourselves to see if how we are communicating may in fact be the problem, and prompts us to explore new and better ways of communicating so that they DO get it. Get it? This fun little book is a quick and easy read. Try it at your next training meeting. 3 of 4 people found the following review helpful. Disarmingly simple, surprisingly effective By Roger E. Herman Here's another one of those books with few words, large type, lots of illustrations, and a whole lot of white space. For those who read "serious" books with full page after full page of text, this may look like a throw-away. They said the same thing about "Who Moved My Cheese" and....best seller! My forecast is that many people will buy this book like an expensive greeting card to send a message to people who don't get it. Even at a price of twenty bucks (remember inexpensive books?), this book will be purchased in bulk and distributed to all those employees who need to make some ever so subtle shifts in their behavior...if they want to survive in the corporate jungle. The story, as easy to read as a fairy tale, begins with the main character being irritated because other people don't get it. Ever feel that way? Ever NOT feel that way? As the reader is lured through page after page, the tables turn and Main Character has been had by the moral. Sometimes other people don't get it because YOU don't get it! Zap! Right between the eyes when you weren't even looking. The book was well-constructed to set you up and then whack the message right at you. After you get it, the authors share some normal text explanations of what it all means. They take the fable into management-speak or consultant-speak-your choice-to give the reader the explanation of what they just got. Again, however, the pages are barely filled with ink, so the book is anything but intimidating. Sound bites. Object lessons. Small, non-threatening. Cute title. Recipe for success. As a Certified Management Consultant striving to help clients get it, I gained some valuable lessons from this book. I'll think more about the messages of this book next time I interact with people who need to get it. I'd bet you will, too.

They Just Don't Get It! explores an all-too-common dilemma: when people around us just don't "get" our ideas. Through a charming illustrated fable, it tells the story of Julie Buffet, a hard-charging advertising executive with what she thinks is a fantastic idea for a new campaign. But nobody gets it-not the client, not her boss, and not her coworkers. And Julie can't understand why. We have all found ourselves in this situation at one time or another, and we typically see this problem as a failing on the part of the other party. They Just Don't Get It! shows that when they don't get it, the problem is really with ourselves. And it shows how we can finally really get it. If you've ever wondered why your ideas haven't been received or acted on in the way you expected, this book will reveal your own personal responsibility in helping others understand your intentions. Examining the root source of the problem, it details five keys to "getting it"-Take Responsibility; Practice Humility; Begin with Questions; Remain Open; and Believe They Can. These five simple steps will enable you to overcome the problem, and prevent it from happening in the future. They Just Don't Get It! will teach you how to communicate your ideas better, and how to motivate others to pull together and achieve your highest goals in any situation.

A brilliant topic with important implications for how we all work and live together. Read it and reap the benefits! -- BJ Gallagher, coauthor of *A Peacock in the Land of Penguins* and *Who Are They?*  
Anyway? Every so often, a book comes along that is simple and filled with useful information. This is that book. -- Debbie McCann, President, Vocon Design, Inc. In complex times we sometimes overlook simple solutions. This book is entertaining and relevant in its approach to communication. -- Peter Accorti, Partner, Talan Products  
Replacing force and frustration with humility, openness, and responsibility is key. This book illuminates a common problem with powerful insight. -- William Brake, V.P. General Manager, International Steel Group, Inc. They Just Don't Get It! is a fun, yet powerful reminder that personal humility inhabits the soul of great leadership. -- Bryan W. Sickbert, Executive Director, Council for Health and Human Service Ministries  
About the Author  
Leslie Yerkes is President of Catalyst Consulting Group. Leslie has devoted a large part of her consulting practice to the needs of start-up organisations, non-profit arts organizations, and fortune 500 companies. Randy Martin has been affiliated with Focus Four and ResultPlus since 1992. Mr. Martin is part of the company's marketing and advertising team, and specialises in writing, editing, and design.