

Gung Ho!

with commentary by Ken Blanchard and Sheldon Bowles

Increase profits, productivity and your own prosperity by "turning on" the people in your organization.

The video version of **Ken Blanchard** and **Sheldon Bowles'** best-selling book brings the compelling story of *Gung Ho!* to life. Now on video, *Gung Ho!* is a practical management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace.

Through the inspirational story of plant manager Peggy Sinclair and department manager Andy Longclaw, this dramatic training video reveals the secrets of Gung Ho--a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. Together, these two managers save a failing company and find themselves being recognized as one of the most successful turnarounds in the nation.

They succeed by following three core principles: the *Spirit of the Squirrel* (seeing work as worthwhile and important), the *Way of the Beaver* (putting workers in control of achieving the goal) and the *Gift of the Goose* (cheering one another on). These three cornerstones of Gung Ho are surprisingly simple and yet amazingly powerful. Instituted together, they will release the energy and enthusiasm of your whole organization and focus it on success.

Learn how to make Gung Ho work for you and your organization! A must-see for organizations who want to stay on top in today's competitive business world, Gung Ho! is ideal for your training programs on management/supervision, motivation and teamwork.

Best-selling authors Ken Blanchard and Sheldon Bowles make guest appearances in the video, providing informative commentary following each of the three "animal segments." These breaks provide trainers with an opportunity to stop the video and discuss specific learning points and techniques with participants.

How-To Training Points:

- How to motivate employees by getting them to understand the importance of their contribution to the "big picture"
- How to gain employee commitment by establishing shared goals guided by enduring organizational values
- How to instill pride and respect in employees by giving them control over the work they perform and the goals they achieve
- How to generate enthusiasm by recognizing progress and results

Length: 30 minutes

Materials Included:

Training Leader's Guide with session agendas and discussion materials, plus pre- and post-training surveys

Price:

Lease/Purchase \$895