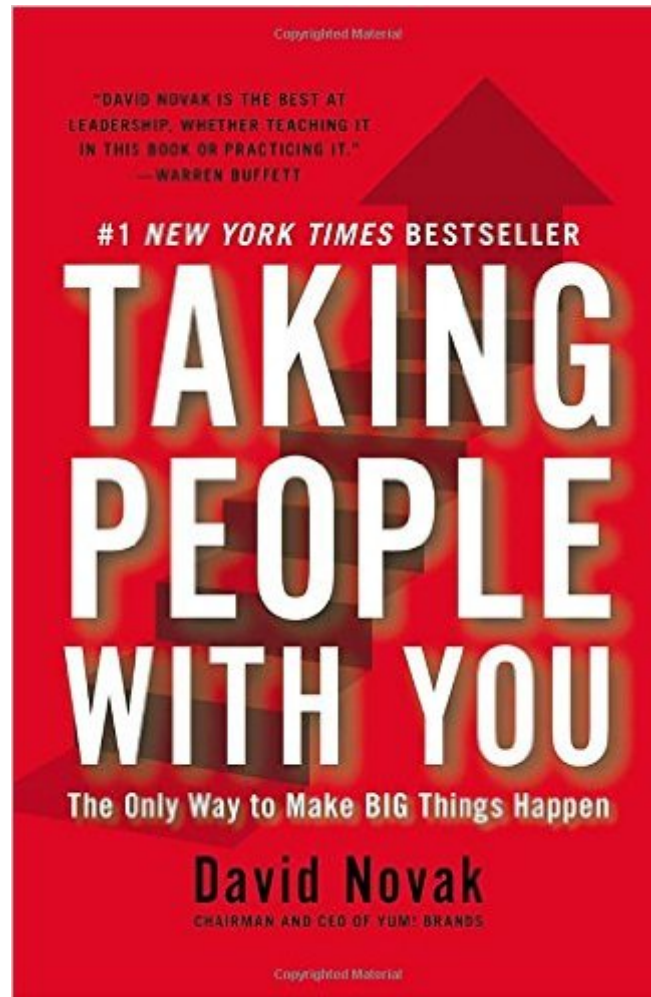


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# Taking People With You: The Only Way To Make Big Things Happen



## Synopsis

“AN IMPORTANT BOOK ABOUT MOTIVATION FROM A PROVEN MOTIVATOR.” —JACK WELCH  
Yum! Brands CEO David Novak learned long ago that you can't lead a great organization of any size without getting your people aligned, enthusiastic, and focused relentlessly on the mission. But how do you do that? There are countless leadership books, but how many will actually help a Taco Bell shift manager, a Fortune 500 CEO, a new entrepreneur, or anyone in between? Over his fifteen years at Yum! Brands, Novak has developed a trademarked program “Taking People with You” that he personally teaches to thousands of managers around the world. He shows them how to make big things happen by getting people on their side. No skill in business is more important. And Yum!'s extraordinary success (at least 13 percent growth for each of the last ten years) proves his point. Novak knows that managers don't need leadership platitudes or business school theories. So he cuts right to the chase with a step-by-step guide to setting big goals, building strong teams, blowing past your targets, and celebrating after you shock the skeptics. And then doing it again and again until consistent excellence becomes a core element of your culture.

## Book Information

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## Customer Reviews

I've had the privilege and pleasure to read, study and learn from many excellent books on leadership. Building a team of inspired and productive people is not necessarily an easy thing to do. Every so often though, a great leader comes along who knows how to do it...and does it! Such a

man is the author, David Novak. How to do it is what this book is all about. And, as Mr. Novak teaches, it's understanding what drives and motivates others that truly makes a difference. It's also a matter of truly desiring for those on your team to enjoy their work and feel a sense of self-satisfaction. Yes, there is a dearth of leadership in corporate America today. This is inexcusable because - in the private sector - a company must please consumers in order to earn their business and make a profit. And, the best companies earn the buy-in of their team members in order to ensure that happens. Fortunately, there are those who come along who have not only proved themselves as top leaders but are willing to share that information with others. They know that doing this does not create more competition but rather increases the pie and brings prosperity and abundance to more and more people. As he worked his way up through the ranks of PepsiCo, David Novak had a realization: you can't lead a great organization of any size without getting your people aligned, enthusiastic, and focused relentlessly on the mission. Fortunately, as he was growing in position, he was also a constant and ongoing student of leadership.

\*\*\*\*\*"Not many business leaders have produced long-term performance that merits our attention; of those few, not many write books; and of those who do, hardly any write good books. Novak is in that tiny subset. You can safely declutter much of your business leadership books..., and install this one in the vast empty space." -- Geoff Colvin, Fortune

Dwight Eisenhower and Winston Churchill strived for victory together, but there was a vast difference between their leadership styles in managing WWII. In fact, there are as many management styles as there are leaders. Business leaders and psychologists have developed useful and simple ways to describe the main leadership styles, that can help aspiring leaders understand which styles they should use. In leadership of big corporations a critical mix of delegation and participation is applied in proportion with responsibility and geographical integration strategy. Leadership styles should be adapted to the demands of the situation, participation of the people involved and the challenges facing the organization. Effective leaders can maneuver among situation leadership styles, adopting one that meets the needs of followers by directing, coaching, supporting and delegating. Daniel Goleman, in his recent book "Primal Leadership," describes six different styles of leadership; affiliative, visionary, democratic, coaching, pace-setting, and commanding. All or most could become part of the leader's repertoire. Understanding David Novak's strategies and optimizing their impact can help you develop your own, personal leadership style, could help you become a more effective leader, being your true self, genuinely human.

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