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# Bringing Out The Best In People: How To Apply The Astonishing Power Of Positive Reinforcement, Third Edition

## Bringing Out the Best in People

How to Apply the  
Astonishing Power  
of Positive Reinforcement

Third Edition  
of the Classic  
Best Seller

AUBREY C. DANIELS



## Synopsis

Maximize employee performance with this updated edition of the classic best seller. In *Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement*, renowned thought leader and internationally recognized workplace expert Aubrey Daniels takes a look at today's rapidly changing work environment, providing a timely update to his seminal book on performance management. As one of the foremost speakers and writers in the human performance field, for nearly 40 years Daniels has worked with organizations to apply scientifically based behavioral tools and principles to effectively address workplace issues - particularly as they relate to management, leadership, culture, innovation, safety, engagement, and collaboration. *Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement* presents Daniels' proven strategies that have been successfully adopted by hundreds of organizations worldwide - ranging from start-ups to Fortune 100 companies - and delivers step-by-step instruction and positive practices to help you implement and sustain positive change. With a behavioral foundation and new chapters on employee engagement and the impact of the exponential increase in technology, this latest edition features all new examples, updated approaches to effective recognition and rewards systems, tips for stimulating and fostering innovation and creativity, and productive ways to embrace and empower the multigenerational workforce, including millennials and future generations. This timely update tackles the changes in the contemporary work environment while providing step-by-step instructions and proven practices that have been adopted by Daniels' global clients, from start-ups to Fortune 100 companies. Learn how to: Create effective recognition and rewards systems that are positively reinforcing to employees Stimulate innovation and creativity in exciting new ways Understand fluency as an efficient way to reduce training costs and increase training effectiveness for all employees Engage employees in ways that lead to improved performance and a stronger culture Motivate and empower the multigenerational workforce Understand and shape how technology is affecting employee behavior - for better and worse

## Book Information

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## Customer Reviews

I love this book because it explains the WHY behind good management. I know what happens when I use positive, immediate consequences, and I see what happens if I use threats or positional authority. This book explains the science of why different consequences provide different results. It also explains the power of discretionary effort. There are so many books that explain techniques. This book goes far beyond those as it describes the principles underlying all techniques. Once you understand the principles it is easy to understand why some things work and others fail miserably. Very good book. The biggest trouble you will have is deciding where to start in the application of the science. There are so many processes that can be improved.

I read this book many years ago, early in my career, and found it an excellent, practical and useful guide to leadership and personnel management. The tips from this book served as the foundation for many successes based on the concepts provided. Now, years later in retirement, and also having authored several of my own leadership books, I often recommend this book to those I career coach and mentor. In fact, seeing that this book has been updated, I downloaded the digital version and re-read the whole book one more time. I also browsed through his book that I also purchased years ago, "Other People's Habits," and loved it one more time.

When I went through the first few chapters of this book it seemed like it's going to be tough read. Too technical and without enough practical examples. However the second half of the book, last few chapters in particular were well worth the reading. I still wish there would be a bit more examples of positive reinforcement through real life stories. That's why I give it 4/5. I recommend it to anyone who wants to learn about good leadership practices that are proven by science and not just another fad.

Very interesting read. Not finished with it yet and will re-read it. Was given a hard copy by my

company (as I am classified as a supervisor) and purchased the Kindle version so I wouldn't have to carry the hard copy around. The author talks about the different types of reinforcement and how doing nothing can cause as much damage as doing the wrong thing. Look forward to finishing and learning from this book. I would also recommend 'Turn the Ship Around'. It would be a companion to this one when your finished. And if you like me 'Exercise Change' is a good book on what it takes to make changes in your life.

one of the best books for learning to treat people.

I really appreciate all the ideas and concepts of Performance Management explained in this book. But I find now difficulties to start the implementation of all this theory. I miss some examples or easy step by step implementation process. I feel worried to need a second lecture before a good application and getting all expected results.

Purchased this work to enhance my knowledge on methods of improving my coaching skills in order to improve my volleyball players' performance. Being a retired HR manager, refreshing to revisit the variety of business concepts related to positive employee relations. Recommend this book to any person engaged in coaching of any kind.

Exactly the material I needed!

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