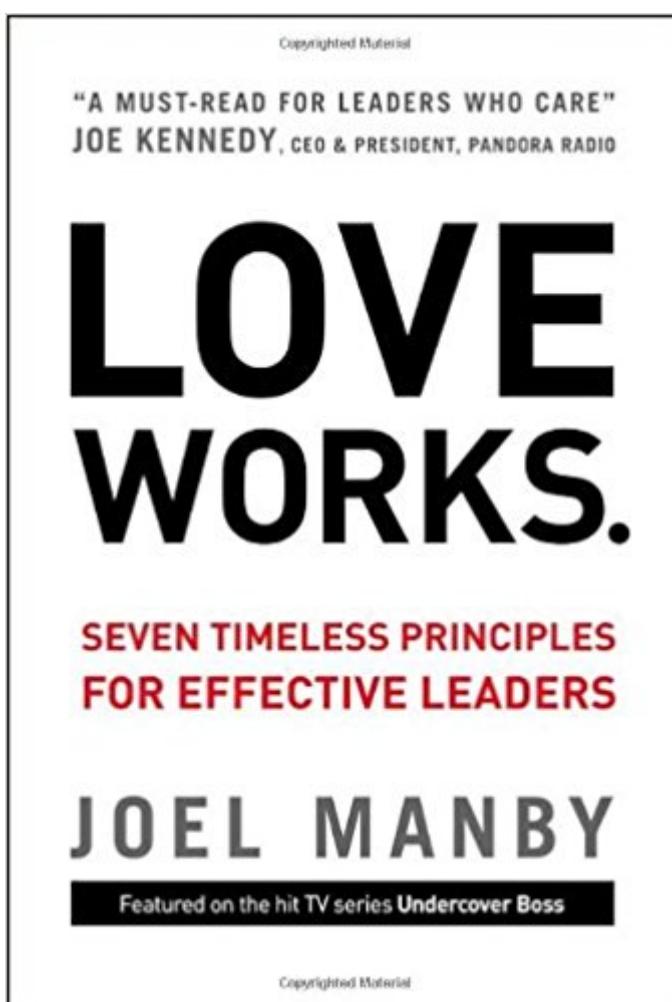


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# Love Works: Seven Timeless Principles For Effective Leaders



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## Synopsis

Before Joel Manby won the respect of America with his appearance on the CBS reality TV series *Undercover Boss*, he was a highly successful corporate executive. After the show aired, many of the 18 million viewers wrote to him about the profound impact of his servant leadership. In *Love Works*, Joel Manby introduces us to the power of agape love in the workplace. After years of leading thousands of men and women, Manby has proven that leading with love is effective, even in a business environment. Manby challenges leaders to allow integrity and faith to guide leadership decisions, outlining seven time-proven principles that break down the natural walls within corporate cultures, empowering managers and employees, disarming difficulties, and cultivating an atmosphere that builds long-term success. Manby also leverages the undeniable truth that love builds healthy relationships at home---why not use the same behavior to build healthy relationships at work?

## Book Information

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## Customer Reviews

“In a world where so many think they know what great leadership is all about, Joel has the courage and confidence to speak of leadership in the language of love. Love as a verb. Love as a strategy. Love as a leadership principle---not just at home or at church, but in the rough and tumble, results-oriented, hard charging workplace. Joel’s insights and first-hand stories will give you a personal and refreshing look at becoming the kind of leader that people will want to follow.” -- Bonnie Wurzbacher “So often we feel we have to choose between two

desirable but apparently opposing objectives when leading organizations. Joel shows us how to be both loving and accountable; to be profitable and caring; to be effective and be giving. He has written Love Works as a businessman. But if government and some non-profits would apply just a fraction of his message in their leadership too, they would be both more effective and happier places.

— Bill Haslem — “I believe this book is the most unique and best sourced business and management book on the shelf today. I’ve known Jack and Pete Herschend most of my life. They live a life of love and they lead with love. Joel Manby has humbly embraced the timeless principle of leading with love and expanded HFE nationally with the same value-based leadership style. He has penned an excellent resource for leading with love in the workplace! It will forever change, impact and improve your company’s productivity in immeasurable ways.”

— Joe White — “If this book doesn’t help and inspire you to be a great leader, I don’t know what could. Love Works and so does Joel Manby. He is everything this book represents and more. I feel privileged to know him and blessed to be able to work alongside him.” — Dolly Parton — “Joel and HFE have an outstanding reputation in our industry. Yet what surprised me and delighted me as I read: this is NOT just another book about management. It is about life and love and leadership and how to build prosperity and happiness in your organization and yourself. I highly recommend it.”

— Al Weiss, Retired President, Walt Disney World Theme Parks and Resorts — “It’s one thing to know that ‘love is an action’, but far more challenging to make that ‘action’ a way of life - at work and at home. Reading Love Works will transform your life. Drawing on his own experiences, with humility and humor, Joel Manby provides all the tools you’ll need to care for others without compromising your desire for excellence. I’ve known Joel well for over 25 years and have never met a leader more qualified to write on this topic.”

— Kevin J. Jenkins, President and Chief Executive Officer, World Vision International — “It has been said that real success is about becoming the total person God wants you to be and accomplishing the goals that He helps you set for your life. As leaders, we have a unique opportunity to help others find success by treating them with honor, dignity and respect and inspiring them to reach higher, dream bigger, strive harder and go farther than they could ever go on their own. In Love Works. Joel Manby outlines a proven model for creating and sustaining a successful life and a successful organization by leading with love.”

— Dan T. Cathy, President and COO, Chick-fil-A, Inc. — “I have read a lot of leadership and management books in my 35 years as a CEO and in politics. I have never read one as unique, inspiring but yet practical as Love Works. People in Washington, politics and government could learn sooooo much from this book. Joel is a business executive, but what he teaches us here applies

to any organization, leadership or associative endeavor. I dare say that much of the problem in Washington right now is that we are very far away from the principles outlined in this excellent work. -- John Campbell, Member of Congress 48th District, California "Love Works. Seven Timeless Principles for Effective Leaders is an amazing book on leadership, written by a very gifted and humble leader, Joel Manby. In this book, Joel lays out a clear and compelling case for a leadership model that motivates employees and generates results: Love. Not Love the emotion, but Love the verb. Love as defined in 1 Corinthians 13. I know Joel and his team at Herschend Family Entertainment and I know that he has driven outstanding results while fully living out the principles he shares in this book. The principles and the stories he shares in this book are powerful and you will be thoroughly challenged and blessed. I cannot wait to share this book with my team." -- Charles A. Bengochea, President and CEO, The Original Honey Baked Ham Co. of Georgia, Inc. "I wish this book had been written years ago. Love Works. should be required reading for every aspiring business school student in the country. Not only do the principles work, but they are dynamic, and if implemented on a wide-spread basis, will help lead to exponential growth in both the top and bottom line--- in business and life!!" -- Tony Cimmarrusti, CEO of Majestic Capital "For every leader who has ever wondered what role, if any, compassion has in running a business successfully, Love Works provides an inspiring answer. Joel's journey--the ups, the downs and ultimately the lessons learned--is so compelling that I finished it in a single afternoon. It's a must read for leaders who care." -- Joe Kennedy, CEO, Pandora "Love Works delivers an inspirational message that empowers leaders to better engage with their most valued assets -- their people. Joel's ability to interweave his own experiences in the book, captivates the reader and provides clear insight into the strength of agape Love." -- Stefanie Miller, Group Vice President The Coca-Cola Company "Love Works is about life, love and leadership and how to build prosperity and happiness in your organization....and yourself. Joel captures the essence of true servant leadership - something we strive to achieve in our business every day. I highly recommend it.' -- Walt Ehmer, President and COO, Waffle House, Inc.'I was originally skeptical of the concept of blending 'love' and work. But as I read more I realized love coupled with a commitment to performance and accountability really does work! I think all leaders will find Love Works balanced, inspiring ... and most importantly challenging!' -- Bob Patton, Vice Chair Ernst and Young Advisory Services'Love Works is a lifestyle that Joel lives well. If you want to know how to get results and love people then you need to consume this book!' -- Jeremie Kubicek, CEO of GiANT Impact and best-selling author of Leadership is Dead'Having known Joel for many years, I can assure you that he really does live

out the practices he espouses in Love Works. Joel is someone who not only cares about people but also delivers results, and this book describes with clarity how these two things go hand in hand.' -- Bill Burke, former president of TBS and The Weather Channel Companies and co-author of Call Me Ted  
"Love Works. is a must read for any leader, whether they lead a company or a family. Practicing the principles of being patient, kind, trusting, unselfish, truthful, forgiving and dedicated will strengthen your business and your family." -- Warren Jobe, Senior Vice President (Retired), Southern Company  
"If you lead a large company, a thriving church, a growing family, an aspiring sports team, or a group of friends -- LOVE WORKS is a must! I am convinced that by following the seven principles in this book you will become successful in whatever leadership role you have." -- Chuck Tilley, President, Tilley Enterprises, LLC  
"Knowing Joel for over a decade, I have witnessed him leading with these principles first hand. Whether just beginning, or well into your career, I highly recommend this informative and enjoyable read as a handbook for successfully combining business and caring leadership." -- Richard Kinzel, Former President, CEO, and Chairman of the Board of Cedar Fair Entertainment Company  
"Love Works captures the culture and business practices that make HFE, one of the most productive private companies in the U.S., as well as one of the most fulfilling and nurturing places to work. This book articulates the missing link in corporate America's search for efficiency, profits, and leadership development." -- Donna F. Tuttle, Former Deputy Secretary of Commerce, Board Director of Herschend Family Entertainment  
"Joel Manby in practice and in this writing represents the best of humanity. In this book Joel provides insights into personal and organizational values that can lead to sustainable high performance by a committed, loyal family of employees. The "Seven Timeless Principles" and the practical application of them are a foundation for achieving leadership success in our organizations and personal lives. Who would not want to dedicate his or her scarce working hours to such a leader?" -- John Spiegel, Chairman, Community and Southern Bank, Chairman, S1 Corporation, Retired Vice Chairman and CFO SunTrust  
"As a global recruiter and advisor of Fortune 500 CEO's, I've read lots of books on leadership. I have found 'Love Works' to be a remarkable narrative on how timeless principles can transform an organization. It's a game changer to move leaders beyond Love as a feeling to Love as an action which delivers sustainable business results. Here love is a critical competence for Effective Leadership. It surprises many that Love Works actually works in the Global Marketplace of the 21st Century. The idea may appear to be simple and obvious at first blush but many leaders miss it and suffer greatly for it. Carpe Diem." -- Dale E Jones, Vice Chairman, Heidrick and Struggles  
"Joel is the perfect leader for these turbulent times. He trusts his associates to be

responsible for their actions and they trust him to be fair. Best of all, he leads with compassion and love which gives everyone a sense of purpose. His book is a roadmap to this inspirational leadership.' -- Nelson Schwab, Managing Partner, Carousel Capital  
"After reading Love Works, I not only know what Joel thinks about leadership....I know how to do it. This is the most practical, 'how to' book on organizational leadership I've read." -- Regi Campbell, entrepreneur and author of *Mentor like Jesus and About My Father's Business*'Love Works is that rare book that offers both inspiration and highly practical advice. Joel Manby and Herschend Family Entertainment demonstrate that leading with love works. If you want to improve your organization and be 'the same person all the time,' don't just read the book - put these lessons into practice.' -- Todd Schurz, President and CEO, Schurz Communications, Inc.  
"Love is not a word heard in many business school classes. But if you read Joel's book, you'll see that leading with love can transform a company's culture. It's about lifting up each other as well as the bottom line. You can have it both ways." -- Jim Apple, President and CEO, Burroughs and Chapin Company, Inc.  
"Joel Manby is the 'real deal' leader - the boss we all longed to work for. I wish I had read this book early in my career." -- Rick Woolworth, Former Managing Director, Morgan Stanley'Joel Manby's book provides a proven leadership equation first implemented by our Lord, Jesus Christ. Joel, through his experiences as President of Saab Automobile USA and now as CEO Herschend Family Entertainment, has been in situations where these leadership principles have not been the norm and where they have been practiced and has had first hand experience as to which style is effective. One couldn't ask for a better guide promoting a leadership style in the business world today that has had conclusive results as to 'what works.' -- Diane Paddison, Chief Strategy Officer of Cassidy Turley, Founder of 4Word, author of *Work, Love, Pray*  
"Joel masterfully weaves business principles into stories any leader can appreciate. While he is a CEO, the lessons can apply to any setting - work, home and even the entertainment world. Joel does not speculate on how something may work or how others succeeded. He tells you how HE actually did it and recounts his real life path to not just success but fulfillment as well." -- Jeff Foxworthy, Entertainer  
"Joel Manby's compelling new book is a practical road map to compassionate, yet accountable leadership in a troubled world that needs both. I have known Joel for many years and watched him learn to lead with love and strive to serve with a caring heart at home, work and church. It is a must read for anyone who leads anybody in the non-profit or for profit world." -- Andy Stanley, Senior Pastor, North Point Ministries  
"Joel Manby represents a unique breed of leader. In 'Love Works,' he outlines, in practical terms, how to effectively build a

great organization and care for people at the same time; and proves that it's not only possible, it's crucial for lasting success. -- Reggie Joiner, CEO and Founder of Orange  
"Joel Manby is the epitome of a servant leader, one who expects qualities like kindness, patience, and selflessness in his employees while also demonstrating them himself. The seven principles of effective leadership he shares in this book, all of which are based on the Word of God, are truly timeless and echo the simple commandment of Jesus to love others as we would ourselves." -- Phillip Bowen, CEO, In Touch Ministries

Leading with love is counterintuitive in today's business environment because it turns many so-called leadership principles upside-down. Yet the outpouring of support from people who had never even heard of HFE convinced me that while we might be doing something slightly crazy by leading with love, we were also doing something that people were hungry to be a part of.

The book presents seven principles of effective leadership that are applicable to business, nonprofits and government agencies; principles that are relevant regardless of the economy, organization culture or work environment. They are very practical applications of biblical love *agape* that hold leadership accountable and help the organization become healthier and its staff more enthusiastic. The author demonstrates that putting love to work actually takes very little time or effort but produces major improvements in staff performance, customer satisfaction and the bottom line. In reality, every one of us is a leader, because we all influence other people either positively or negatively, so the book is valuable to all of us, though its target audience is those in leadership positions.

Joel Manby really knows his subject. His first job out of college was as a plant foreman at a GM truck plant in Pontiac, Michigan, where he was exposed to the toxic and adversarial relationship that existed between the UAW membership and the management. Fortunately, he later had the opportunity to serve under the legendary Skip LeFauve during the birth of the revolutionary Saturn automotive experiment, where he witnessed first-hand the transforming power of 'agape' love, trust, kindness, and true respect in the workplace. Joel was able to obtain a unique perspective of Saturn because he left Saturn "corporate" after the launch of the first car to run (and partially own) four Saturn retail outlets. He had already seen the effect of Skip LeFauve's strong belief in kindness and trust instilled in the corporate leaders, field organization, and UAW plant workers at Saturn's plant in Spring Hill, TN, who were enthused about their jobs. Such "soft" concepts were considered heresy

in the hard-boiled world of automotive management. But after he moved to the dealership level where "the rubber hit the road", literally, he witnessed the same kindness and enthusiasm. The dealership owners believed in the mission and were kind and respectful to their sales and service team members who in turn treated the final customer well. But did organization-wide love, trust, and kindness actually WORK? Well, judge for yourself. Within only short four years after launch, the Saturn brand:<sup>\*</sup> was number two in overall retail sales in America.<sup>\*</sup> was number one in dealer satisfaction according to the main arbiter, J.D. Power and Associates.<sup>\*</sup> had the highest resale value (percent of sticker price) of ANY car in ANY class.<sup>\*</sup> had the highest customer-retention rate in the automobile industry, and<sup>\*</sup> had the highest sales per retailer of any brand in the industry. But the statistic that meant the most to Joel - and that has the most to do with his contention that leading with love is the best way to run any organization - was that Saturn was number one in overall customer satisfaction. And not just for small cars, but for THE ENTIRE AUTOMOTIVE INDUSTRY. This was remarkable for several reasons. First, Saturn's sales and delivery process out-scored high-priced luxury brands such as Infiniti, Lexus, and Mercedes-Benz. In fact, Saturn surpassed the previous highest score J.D. Power had EVER RECORDED. Second, more than 90 percent of Saturn owners were "very satisfied" with the way their cars were sold and delivered, because the vast majority of American car buyers found the auto industry's usual "hard-sell" process highly distasteful. Saturn buyers began to demand the same treatment from other brands, and soon "Saturnizing" became a verb that other companies attempted, with varying degrees of success. I highly recommend Love Works. I would also like to suggest two other business books that reinforce Joel's viewpoint on leadership: 1)Â Love Is the Killer App: How to Win Business and Influence Friends, and 2)Â Peak: How Great Companies Get Their Mojo from Maslow. I would also recommendÂ Tribes: We Need You to Lead Us, as further proof of the power that comes from being a heretical leader, as evidenced by the successful leadership of Joel Manby and the late Skip LeFauve, and their valiant battle against the entrenched status quo of GM mediocrity.

This is a lovely book. It would be truly corporate life-changing if more of us were invited to meet not just "do" objectives but also "be" objectives. As corporations, we are always being required to do more and more with less and less, yet we don't follow the very simple precepts that let us do precisely that. Joel Manby shows us how, and it actually goes back to Biblical prescriptions.

While I'm not in the business field in a traditional sense nor am I in a managerial position, I still found this book to be incredibly helpful in giving me a foundation on how to treat my co-workers in a

more honoring manner. While I don't possess the authority to hire or fire people in my role, I still can help them along in achieving their professions goals and care for them personally. I can help make my work place a great place to work, where people feel they are part of the family and are taken care of. Now, I still have to learn to do the hard parts well - make good judgment of people's performances and giving them feedbacks with grace. I feel this book has given me some basic tools to use right away without having to spend hours in business school classes.

I enjoyed the biblical focus of this book and how it can apply to both my work and my personal life.

This is one of the very best books on leadership I have ever read. I have been studying leadership for 35 years now. I have read about our great founding fathers, man that have lead amazing companies, many of the greatest coaches in sports and the great general from world history. I have been blessed to hold very high positions of leadership in some amazing companies, one of which was the 2nd largest retailer in the world. Now I am the President and CEO of my own company A Quiver Full Inc., and I would say that if you are a leader in business, government, church, sports team, school or even your family this should be one book you make sure you read in your life time. I would say the sooner you read it the sooner you will be blessed. It will change you life and the way you lead for the better.

Though I have interviewed more than a thousand authors over a 20+ career in radio and television, I have never written an review for any of their books, even those that I loved. I am doing so for Joel Manby's because I believe it could quickly and fundamentally change the way many leaders and executives run their businesses and organizations and to great, good effect for owners, employers and customers. When Congressman John Campbell gave me the book with the comment that he had read it in a single day I was intrigued. It took me two days --I didn't have a cross country flight as John did-- but immediately knew this book was the best leadership book I had read in more than a decade, and certain to profoundly impact readers. My radio audience who heard my interview with Joel on May 4 bought the book in great numbers, and I know I will replay the interview so that a different part of the audience hears it --a very rare nod to the excellence of a book. So do yourself and your organization a huge favor and get Love Works for yourself and for your entire leadership team. Hugh Hewitt

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