

P R E S S K I T

HOW
TO BE A
GREAT
BOSS

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S E P T E M B E R 2 0 1 6

ABOUT THE BOOK

If your employees brought their “A-Game” to work every day, what would it mean for your company’s performance?

Studies have repeatedly shown that the majority of employees are disengaged at work. But it doesn’t have to be this way. Often, the difference between a group of indifferent employees and a fully engaged team comes down to one simple thing—a great boss.

In *How to Be a Great Boss*, Gino Wickman and René Boer present a straightforward, practical approach to help bosses at all levels of an organization get the most from their people. They share time-tested tools that have worked for more than 30,000 bosses in every industry. You can learn to be a great boss—and dramatically improve both your organization’s performance and your team’s excitement about their work.

In this book, you will discover:

- How to surround yourself with great people
- How to make more effective use of your time
- The difference between leadership and management and why they’re equally important
- The five leadership practices and five management practices of all great bosses
- How to create accountability
- How to develop productive, relationships with each of your people
- How to deal with direct reports that don’t meet your expectations

How to Be a Great Boss provides practical tools that you can apply immediately with your people, allowing you to focus on improving and growing your organization and truly enjoy what you do.

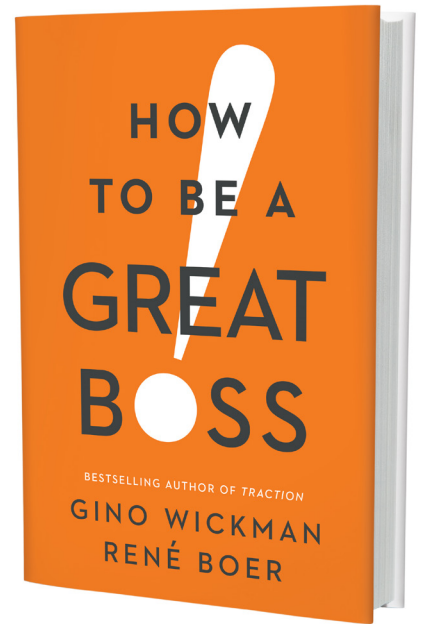
SUCCESSFUL COMPANIES HAVE EMPLOYEES WHO ARE PRODUCTIVE, ENGAGED, AND HAPPY.

AND IT STARTS AT THE TOP.

Great bosses don’t tiptoe around the fact that they’re in charge. They take pride in their role and genuinely care about their people. They aren’t overbearing and don’t think their titles give them special privileges. They understand that great employees are one of their organization’s best assets.

In *How to Be a Great Boss*, *Traction*’s best-selling author Gino Wickman and business pro René Boer show that being a great boss comes down to creating and maintaining an environment where people excel.

No matter what title is on your business card, be it foreman, supervisor, manager, director, vice president, president, or CEO, this book will guide you to become the best boss you can be—not only for your employees, but for yourself and the future of your company.



Book Details

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A B O U T T H E A U T H O R S

Author of the bestselling *Traction* **Gino Wickman**'s passion is helping people get what they want from their businesses. To fulfill that passion, Wickman created the Entrepreneurial Operating System® (EOS), a holistic system that, when implemented in an organization, helps leaders run better businesses, get better control, have better life balance, and gain more traction—with the entire organization advancing together as a healthy, functional, and cohesive team. Wickman spends most of his time as an EOS Implementer, working hands-on with the leadership teams of entrepreneurial companies to help them fully implement EOS in their organizations. He is the founder of EOS Worldwide, a growing organization of successful entrepreneurs from a variety of business backgrounds collaborating as certified EOS Implementers to help people throughout the world to experience all the organizational and personal benefits of implementing EOS. He also delivers workshops and keynote addresses.



René Boer has more than 30 years of experience in the restaurant industry helping leadership teams succeed at well-known brands such as Pizza Hut and Jamba Juice. As an EOS Implementer, he's worked with hundreds of bosses at privately-held companies helping them align their teams to achieve a shared vision. He is passionate about helping clients achieve freedom by focusing on what they love to do and are great at doing. René has been a life-long cyclist and organized a unique cycling event, the Sub-5 Ride, in 2010, to support the Davis Phinney Foundation's mission to help people living with Parkinson's Disease live well today. He and his wife Judy live near Chicago, and they have two daughters and four grandchildren.

GET TO KNOW RENÉ DURING A LIVE WEBINAR ON SEPTEMBER 19

Readers may receive bonus instructions and materials by joining René for a 60-minute Live Webinar based on the time-tested tools and principles that have worked for more than 30,000 bosses in every industry.

Readers can reserve their seat
at **BEAGREATBOSS.COM**

BOOK BONUSES



GET 20+ PAGES OF ADDITIONAL CONTENT FREE

Readers can download the How to be a Great Boss Toolkit **FOR FREE** and receive the information they need to lead, manage, and create accountability.

ARE YOU A GREAT BOSS OR A NOT-SO-GREAT BOSS?

Readers can discover how to improve their leadership and management styles with this free infographic. Visit **BEAGREATBOSS.COM** to view the infographic.



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`<p>[Infographic] Are You a Great Boss or a Not-So-Great Boss? by EOS Worldwide - eosworldwide.com

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