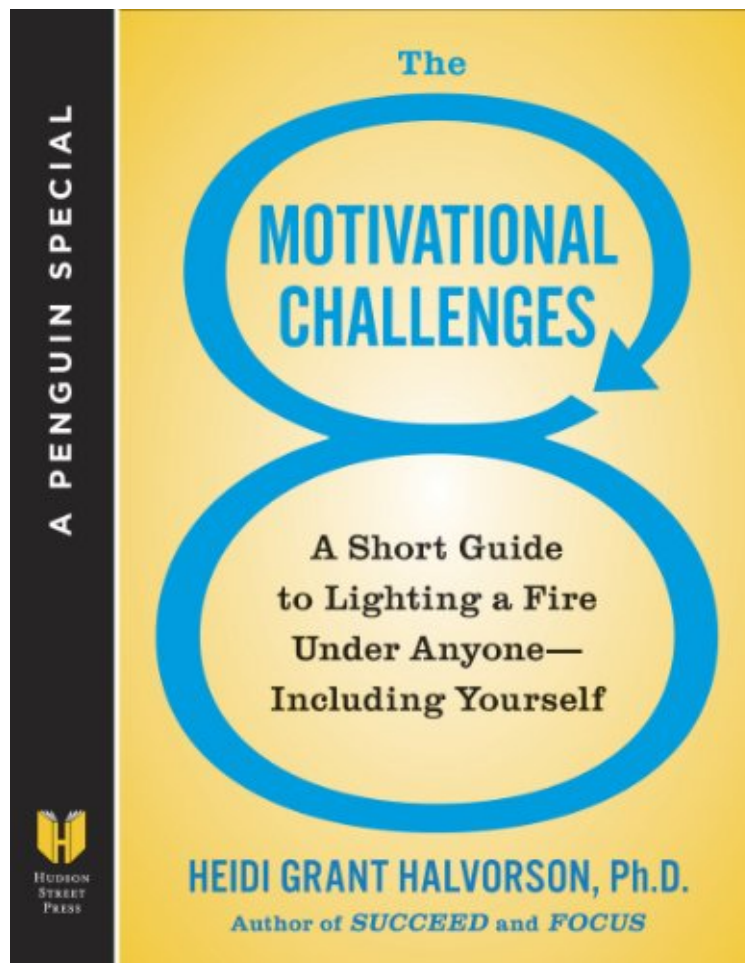


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The 8 Motivational Challenges: A Short Guide to Lighting a Fire Under Anyone--Including Yourself (A Penguin Special from Hudson Street Press)

Heidi Grant Halvorson Ph.D.

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Heidi Grant Halvorson Ph.D. : The 8 Motivational Challenges: A Short Guide to Lighting a Fire Under Anyone--Including Yourself (A Penguin Special from Hudson Street Press) before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The 8 Motivational Challenges: A Short Guide to Lighting a Fire Under Anyone--Including Yourself (A Penguin Special from Hudson Street Press)*:

1 of 1 people found the following review helpful. Brief, sharp and to the point
By Peter K. Livingston
I've been pleasantly surprised by this book as it unlike majority of US non-fiction books does not repeat in length (typically 40-50% of the book) at the beginning anything at least a bit relevant to the topic but Heidi Halvorson goes straight to the core. She introduces a few very relevant and well developed concepts and builds a comprehensive neuroscience based

model of a full range of personality types, which represent differing attitudes to motivation to action or change. In the last part of the book Halvorson presents practical hints how to deal with or even develop people of these traits. Very useful, qualified and easy to implement in the daily management practice. 0 of 0 people found the following review helpful. Demotivating By Holiday Mathis I like a book that gets to the point, however this book is scant on solutions. I agree with the review that mentioned the motivational types are absurdly distilled. After reading this, what I felt motivated to do was prevent others from wasting their money. 0 of 0 people found the following review helpful. A Wonderful Lens... and MIRROR! By THE Pat This book helped me to identify the motivational characteristics of my team, my family... and myself (I've been doing it wrong with nearly everybody!) I have some great ideas for moving forward and helping those most important to me excel as well. Many thanks to Heidi and her team!

From the author of *Succeed and Focus*, a quick and easy guide to motivating anyone — including yourself. There is no one-size-fits-all way to get people motivated. Anyone who tells you that you should do X to get the most out of your employees, your students, or even yourself, isn't telling you that — at best — X only works for some of the people, some of the time. In this short guide Heidi Grant Halvorson identifies the eight different types of underperformers and draws on research from her books *Succeed and Focus* to offer tailored strategies for lighting a fire under each one. Underperformers range from the truly achievement challenged to those who are actually performing at a high level but could perform even better if someone knew the right way to motivate them. Halvorson explains how we can understand each profile in terms of the mindset and motivational focus they bring to their work, in addition to the confidence with which they approach it. For each profile, each she lays out specific, evidence-based strategies for increasing effectiveness and engagement. Succinct and focused, this prescriptive guide will appeal to readers of *What Successful People Do Before Breakfast* and *9 Things Successful People Do Differently*.