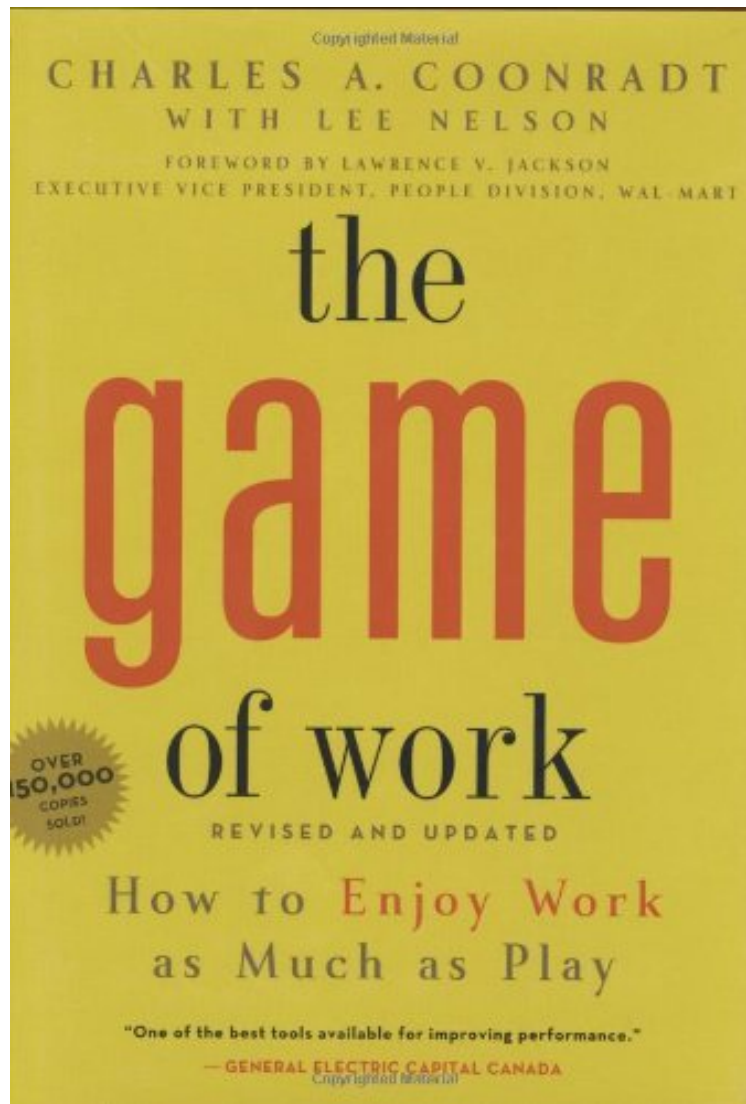


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Game of Work, The: How to Enjoy Work as Much as Play

Charles Coonradt

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Since its original printing in 1984, *The Game of Work* helped thousands of companies and hundreds of thousands of managers and employees experience increased job enjoyment while producing extraordinary results. *The Game of Work* examines the question of why people work harder at sports and recreation than they do on the job and uses these as metaphors for inspirational leadership strategies. Corporations worldwide have enjoyed the increased productivity, employee satisfaction and motivation, and bottom-line profits by implementing the concepts taught in *The Game of Work*. As qualified people become increasingly difficult to attract and retain, the implementation of the five principles in this book is the one key factor to improving results, retention, and recruitment.

From the Inside Flap
CHARLES A. COONRADT with Lee Nelson
On a hot summer day when the air conditioning goes off, employees start tugging at their collars and complaining that it's too hot to work. But after work in the parking lot, where it is twenty degrees hotter, they will look at each other and say, "Well, what do you think, golf or tennis?" Why will people, in recreation, pay for the privilege of working harder than they will work when they are paid? In *The Game of Work*, Charles A. Coonradt, president of *The Game of Work, LLC*, explains what makes people so dedicated to recreational pursuits, and shows how to use that same motivation to win at business. Using the principles outlined in this book, a major consumer beverage manufacturer reduced costs by 25 cents per case resulting in an annual \$30 million savings, a large grocery distribution company reduced their losses from warehouse and truck damage by over \$10 million, a communications firm increased profits from \$1.7 million to \$3.4 million in one year, a multi-store retail chain improved corporate valuation by over 500% prior to being acquired, a manufacturing firm reduced waste metal costs \$30,000 a year, an advertising executive increased his sales volume 55 percent in 90 days and a warehouse/distribution operation reduced accidents by 38% saving over \$500,000 in one year. Every person, business, or organization can achieve better results with these proven principles. Company presidents, managers, supervisors, sales personnel, and human resource directors will find ideas for achieving not only personal success but also success for the entire business team. *The Game of Work* has been described as "the most original and useful tool for business to come along since *Megatrends* and *In Search of Excellence*." It gives fresh, proven management techniques that will help men and women in business become winners. *The Game of Work, LLC* Park City, Utah Chairman of the Board and Chief Executive Officer of *The Game of Work, LLC*, a corporation founded in 1973 and dedicated to building the success of its individual and corporate clients. Graduate of Michigan State University. Internationally recognized in the fields of goal setting and profit improvement, as an author, consultant, and speaker. Chuck's books *The Game of Work*, *Managing The Obvious*, *Scorekeeping for Success*, and *The Four Laws of Debt Free Prosperity* have been labeled management "must reads." He is a contributing author to the best selling *Chicken Soup for the Soul* series, as well as a founding member and frequent lecturer at the School of Entrepreneurship, Brigham Young University, Marriott School of Management. *The Game of Work's* client list includes many Fortune 500, as well as other nationally and internationally recognized firms. Companies that have successfully utilized and implemented these unique concepts include Coca-Cola Consolidated, The Chicago Tribune, Pepsi Cola, Coors, Marker Bindings, Wendy's, Browning Ferris Industries, US Air Force, US Postal Service, Molina Medical, and Boeing. Over one million executives, managers, and supervisors on five continents have been exposed to Chuck's ideas on feedback, scorekeeping, goal setting, coaching, choice and accountability. He, his wife Carla, and his family live in Park City, Utah. Lee Nelson, after receiving his MBA degree from Brigham Young University, worked in corporate public relations at Ford Motor Company. After leaving the automobile industry he focused his career on writing and publishing. He has published hundreds of articles and 31 books. Lee was chosen by the Mark Twain Foundation to complete a story Mark Twain started in 1885 titled *Huck Finn and Tom Sawyer Among the Indians*.
From the Back Cover
How to Be a Winner at Work! Using the principles outlined in this book, a major consumer beverage manufacturer reduced costs by 25 cents per case resulting in an annual \$30 million savings, a large grocery distribution company reduced their losses from warehouse and truck damage by over \$10 million, a communications firm increased profits from \$1.7 million to \$3.4 million in one year, a multi-store retail chain improved corporate valuation by over 500% prior to being acquired, a manufacturing firm reduced waste metal costs \$30,000 a year, an advertising executive increased his sales volume 55 percent in 90 days and a warehouse/distribution operation reduced accidents by 38% saving over \$500,000 in one year. How were these people able to produce such dramatic results? They learned what they needed to do to enjoy their work as much as they enjoyed play. In *The Game of Work*, Charles A. Coonradt, president of *The Game of Work, LLC*, explains how to win at work and enjoy it by clearly defining goals, keeping score, using frequent feedback, allowing freedom of choice, and setting consistent rules. "The book is fantastic! It will make a great addition to my library." Michael D. Eisner Chairman Walt Disney Productions "A powerful resource that is simple to read and understand. We plan to use the book as a supplement to many of the human resource programs we now have in place, and particularly as a tool for improving the goal setting, action, and review processes of our management team. Your book is by far the best source I have reviewed. Enclosed is a check for fifty copies of *The Game of Work*." Manager of Human Resources Ardmore, Oklahoma "There's good stuff in

there. The point the book makes is a good one." Earl Nightingale "At last a void has been filled in current professional reading. The Game of Work provided me with a way to enjoy In Search of Excellence while striving to be a One Minute Manager." R. E. Mathis, Eastern Regional Sales Manager General Foods Corporation About the Author Charles A. Coonradt founded The Game of Work in 1973. His methodology includes teaching the principles that unlock keys to employee involvement, engagement, and energy, thereby affecting a company's bottom line. Coonradt and his team of management consultants teach leaders how to effectively integrate these principles into their enterprises, which have included Fortune 500 companies and corporations such as Wendy's, Sherwin Williams, Boeing, Coors Brewing Company, Coca-Cola, Quaker Oats, Ralph's, and Sysco. Coonradt is internationally recognized in the fields of goal setting and profit improvement as an author, consultant, and speaker.