

CHARLES A. COONRADT

AUTHOR OF *THE GAME OF WORK*

WITH LISA ANN THOMSON

# the better people leader

With foreword by  
**URBAN MEYER**  
Head Coach, University of Florida Football

COONRADT

the better people leader

Charles Coonradt founded The Game of Work to answer the charge that U.S. productivity was not world class. Through it, he teaches businesses the principles that unlock keys to employee involvement, engagement, and energy. In *The Better People Leader*, the companion volume to *The Game of Work*, Coonradt takes it a step further to explore the crucial role leaders have in creating environments that foster success. Better people leaders motivate, inspire, empower, and lead their teams to greatness—greatness their teams often didn't know they had in them. *The Better People Leader* contains the fundamentals that will help you get the most from whatever team you are called to lead.

## Praise for Charles A. Coonradt and *The Game of Work*

"We are measuring performance more precisely, and we are doing a better job of communicating results broadly."

PRESIDENT, SIMMONS MEDIA GROUP

"We're on track to grow production another 11 percent and we're just scratching the surface in a host of other initiatives."

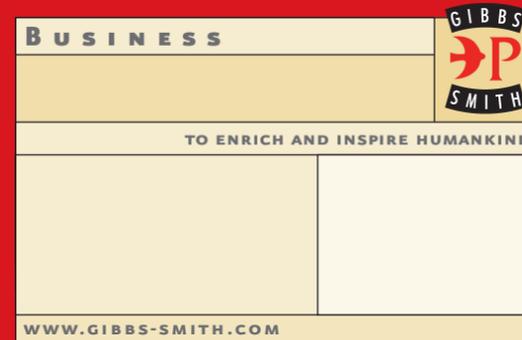
US AIR FORCE, AIR LOGISTICS CENTER

"We have discovered the 'fun' in managing our business. Our warehouse labor and delivery expense has greatly reduced and our productivity in the warehouse has at least tripled."

PRESIDENT, MUIR COPPER CANYON FARM

"I have seen results improve 20% to 30% and expect to continue to see these types of improvements. In my opinion *The Game of Work* is one of the best tools available for improving performance."

GENERAL ELECTRIC CAPITAL CANADA



**Charles A. Coonradt**, acclaimed author, consultant, and speaker, is the founder of the consulting company The Game of Work. Based on the phenomenal popularity of Coonradt's workshops, he wrote and published *The Game of Work* book shortly thereafter. It has been updated and reprinted continuously since then. Coonradt is internationally recognized in the fields of goal setting and profit improvement on five continents and has authored three other management "must-reads": *Scorekeeping for Success*, *Managing the Obvious*, and *The Four Laws of Debt-Free Prosperity*. 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.

**Lisa Ann Thomson** has dealt with words for more than a decade as a writer, editor, and Web content manager. She has written about a wide variety of subjects, from modern business to Mayan archeology and from international travel to local home construction. Working with the Web, Lisa has been a product manager, content manager, information architect, and producer. She currently lives in Salt Lake City, Utah, and is a full-time writer and consultant.