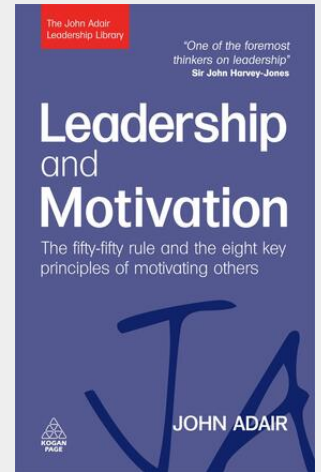


Adair

Leadership and Motivation

The Fifty-Fifty Rule and the Eight Key Principles of Motivating Others

John Adair has transformed our understanding of how leadership works with his pioneering book Not Bosses But Leaders. Here he explores the nature of motivation, individual needs and how they relate to the key tasks facing leaders and managers - good, positive motivation can create, maintain and improve the performance of any team. In Leadership and Motivation John Adair also puts forward his own theory of motivation - the fifty-fifty rule - and then identifies the eight key principles for motivating others. Motivation increases efficiency and productivity - and makes reaching targets more likely. Leadership and Motivation will stimulate your thoughts and ideas on how to inspire others, and offers you some practical ways to motivate yourself and others to achieve.



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