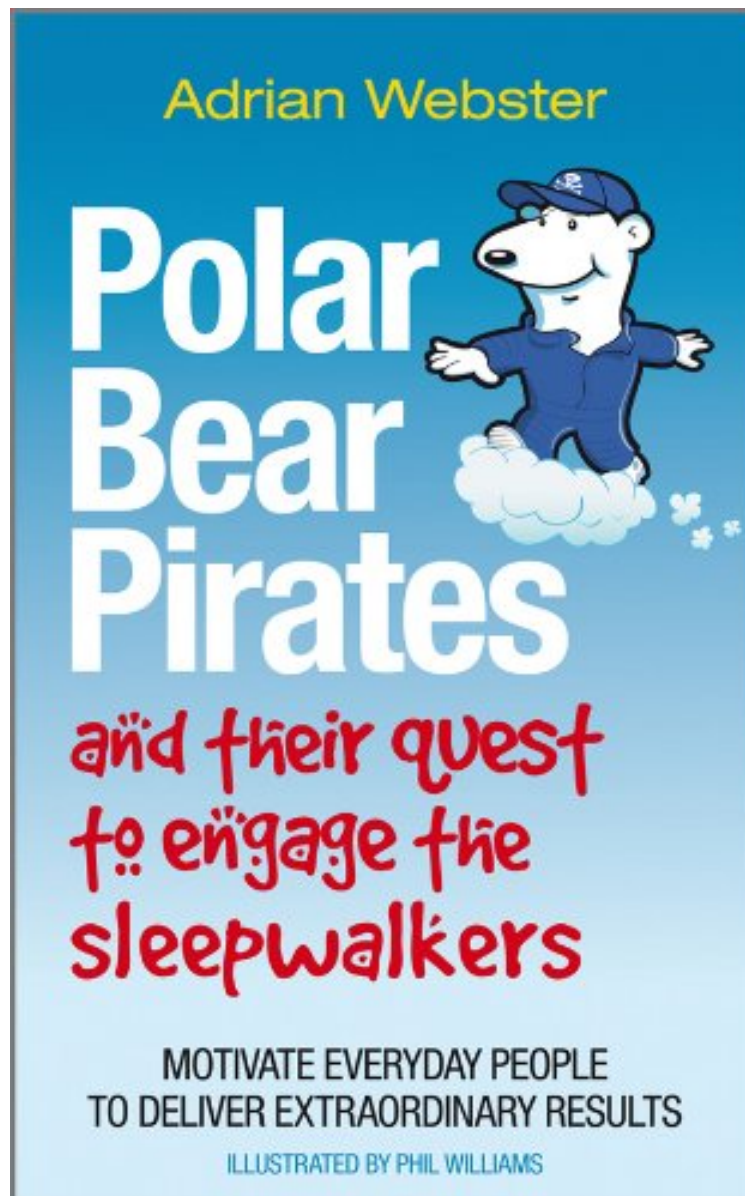


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Polar Bear Pirates and Their Quest to Engage the Sleepwalkers: Motivate everyday people to deliver extraordinary results

Adrian Webster

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0 of 0 people found the following review helpful. Good Solid Content
By Louis De Bear
I am a serial entrepreneur, a university lecturer in Russia and the USA and an international business and peak performance consultant. As such I am used to reading a plethora of business, motivational, peak performance coaching type of books. In fact I have enough books at home, on these subjects, to sink several ships. On the whole there are very few theoretical business/motivational/coaching books with ideas that are either worth implementing or can be implemented. So many books read well but have ideas that cannot be implemented in the real world of business. Many books are written by academics who have spent their entire lives reading management theory and have probably never run or owned a business in their lives, so know nothing of the realities of the workplace. It is therefore very nice to come across a book that is both easy to read and with content that makes sense in the real world of business. Polar Bear Pirates and their Quest to Engage Sleepwalkers is just such a book. It is split into 21 easily read chapters that are generally just a few pages long. Each chapter is focused not on theory, but on ideas that work and that have been implemented in the real world of business. Every key idea is written on a page in capital letters. Each chapter is finished off by a paragraph in bold, that describes the one key concept, put forward in that particular chapter. Each chapter focuses on just one idea of how to motivate and engage those in the workplace to achieve more and be more. The book is aimed at both managers and owners of both small and large businesses. Some of the ideas are based upon the work of Edwards Demming, Schronenburg and TQM concepts. The author tends to use very easy to understand language compared to some TQM books. I think the book brilliantly distils some theoretically difficult ideas into easy to action, management concepts. Once you get over the baby type definitions at the beginning of this book, you will find some wonderfully useful ideas that will make a massive difference to yourself, your team, your business and most importantly to your MACRO and MICRO customers. This book is highly recommended for ease of understanding and easy to implement strategies that will awaken the sleepwalkers and motivate them to deliver extraordinary results. Fantastic book.

0 of 0 people found the following review helpful. Great Book, Great Read, Great Advice
By Miss M. L. English
I absolutely loved this book....but the title put me off reading it for about 2 weeks. The trouble with authors who have series of books, they get an idea and stick with it, and in this case Adrian has plumped on 'Polar Bear Pirates' and nothing will dissuade him to change it...that's what I found hard to put to one side before I picked up the book. In the end, as I'd run out of all my other titles to read, I picked it up and seriously couldn't put it down until I'd finished it. Adrian talks about what makes a good manager/employer/worker and what doesn't. All the players in the story have equally silly names but after a time you ignore them and just let his wonderful, inspiring messages sink in. Gets my vote..

Conquer complacency and transform your team into a happy, winning crew. Polar Bear Pirates are highly focused, successful characters, they can't help but motivate everyone around them and just like you; they love to have some fun. In their latest quest, they take on the Sleepwalkers, the workplace zombies who are with you in body but never take a step beyond the ordinary because their minds have drifted into sleep mode. Going through the motions, thinking the same old stuff and delivering the same results, they stand out like beacons of disappointment. Sleepwalkers can be found orbiting Planet Complacency. This place is in the arch enemy of success! It is a huge planet, more powerful than the inhospitable Rock Bottom, it appears to be a comfortable, safe and popular place to be. Yet this silent assassin is responsible for snuffing out millions of dreams and kidnapping untold potential. Stepping Beyond Ordinary The Polar Bear Pirates's mission is to re-awaken dormant talent and release untapped potential. Join them and meet a cast of amazing characters, from Neg Ferrets and Bloaters, to Amps and Vamps. One thing's for sure, yours will come out the other side inspired and ready to get the best out of your team and the people around you. Polar Bear Pirates shows you how to motivate everyday people to deliver extraordinary results.

' This is a management book like no other -- you're going to laugh, cry...and come away with plenty to think about.'
(The Bookbag.co.uk, May 2011). About the Author
No Bio
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