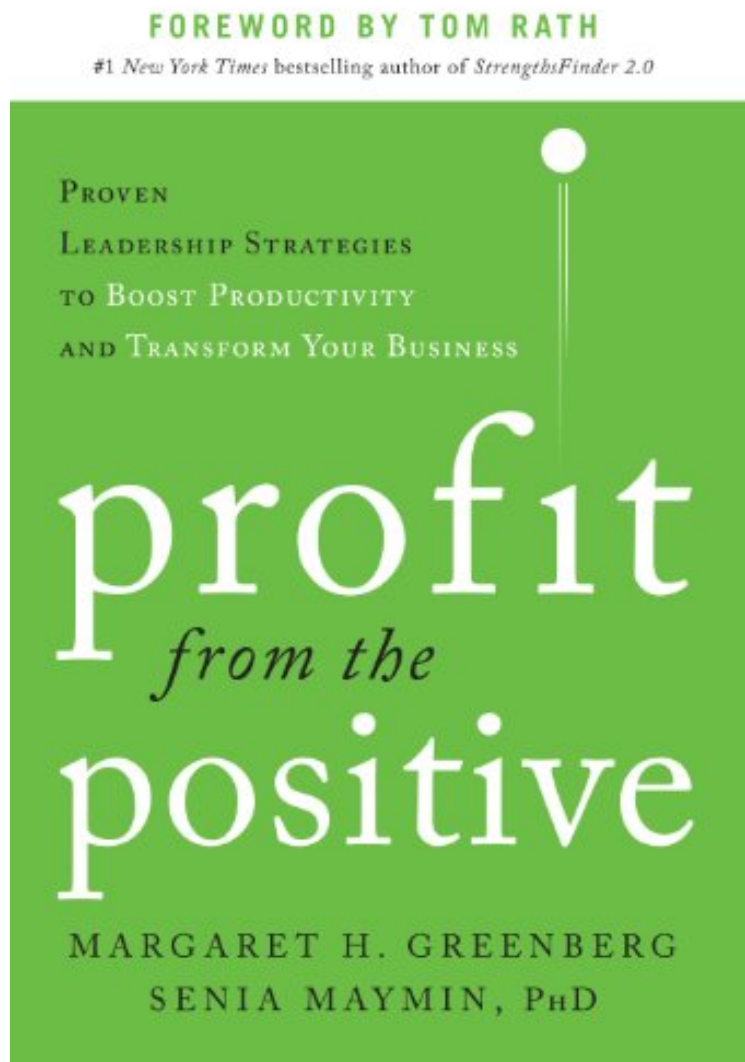


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## **Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business, with a foreword by Tom Rath**

*Margaret H. Greenberg, Senia Maymin*

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**Margaret H. Greenberg, Senia Maymin : Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business, with a foreword by Tom Rath** before purchasing it in order to gage whether or not it would be worth my time, and all praised Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business, with a foreword by Tom Rath:

1 of 1 people found the following review helpful. Positive Psychology made relevant and user-friendly. By Itai Calil love this book. The authors pack the most relevant findings regarding what make leaders and organizations flourish into a book that is lingo-free and extremely clear. That in itself is a huge achievement. The book has 4 chapters for personal mastery: the productive leader, the resilient leader, the contagious leader, and the strength-based leader. It has 4 chapters for leading others: hiring, engaging employees, performance reviews and meetings. And a chapter that puts it all together. Sprinkled in the different chapters are 31 easy-to-use tools (conveniently summed up in an appendix) that put Positive Psychology into action. If you are a leader who is looking for a scientifically-sound yet extremely practical book to profit from the insights of Positive Psychology, this is it. 0 of 0 people found the following review helpful. If you are looking for a practical way to apply positive psychology in the workplace ... this is a must read! By Ed Nottingham After moving from independent practice (clinical psychology) to the corporate world I became interested in positive psychology and strength-based coaching and leadership. Today I am a fan! Despite my passion I often wrestled with exactly how positive psychology and a strength-based approach could be applied to leadership development and performance and development coaching. Thank goodness that I discovered "Profit from the Positive!" Greenberg and Maymin have done an outstanding job in providing the reader with over two dozen practical tools leaders (and executive coaches) can use. In addition to being practical and easy to implement let me share some of the specific reasons for my 5-Star rating: \* the little boxes throughout that include additional information \* the boxes with specific questions leaders/coaches can use to tap into underlying strengths and passion \* "Key Takeaways" at the end of each chapter \* reflection questions (really helpful for the reader to reflect and plan) \* the appendix that includes self-assessments and employee assessments of the manager \* "Good Reads" with recommendations for further reading (remembering that the authors emphasize "don't just read the book!") Nice, succinct references section is also included although I do prefer to see references embedded in the text but that's just me. If there is interest in implementing a strength-based, positive psychology approach this is a must read! Ed Nottingham, PhD, PCC Author, It's Not As Bad As It Seems 1 of 1 people found the following review helpful. Chock full of practical tools and strategies. By Louis Alloro PFTP offers is a user-friendly guide to transforming corporate culture by impacting individual leaders' thoughts, feelings (achoo!) and actions. Perhaps that individual leader is you -- and why you're reading this review -- and thinking about buying this book. Can I offer you some advice? (Asking questions is always a positive strategy for motivation.) Buy the book! You'll have a primer in positive psychology -- a comprehensive overview of the science supporting that positive psychology tools and concepts can enhance business goals while impacting employee wellbeing--AND you'll have "the how" -- practical, practical, practical applications which the book is chock-full of. Don't forget to see the appendix for even more.

You're constantly challenged to grow your business, increase productivity, and improve quality--all while reducing or keeping budgets flat. So what's a manager to do. You've streamlined processes. You've restructured. You've sought customer and employee feedback. You've tried everything. Now, try something that works. Profit from the Positive is a practical, groundbreaking guide for business leaders, managers, executive coaches, and human resource professionals. Whether you lead three employees or 3,000, this book shows you how to increase productivity, collaboration, and profitability using the simple yet powerful tools from the new field of Positive Psychology. Featuring case studies of some of the most forward-thinking and successful companies today--Google, Zappos, and Amazon, to name a few--Profit from the Positive provides over two dozen evidence-based tools you can apply immediately. Learn how to: Set habits, not just goals Recognize the Achoo! effect Stop asking the wrong questions Hire for what's not on the resume Turn strengths into a team sport Preview, don't just review, performance The best part--These strategies don't cost a dime to implement! Trained by Dr. Martin Seligman, known as the father of Positive Psychology, Margaret Greenberg and Senia Maymin translate the scientific research and make it accessible to the business world. PRAISE FOR PROFIT FROM THE POSITIVE: "Put it on your nightstand, bring it on the plane with you--however you do it--read this book. Profit from the Positive gives actionable steps for managers' biggest burning questions. As a twenty-first-century leader, you cannot do without it." -- Marshall Goldsmith, New York Times bestselling author of MOJO and What Got You Here Won't Get You There "Profit from the Positive gives the busy executive ways to improve performance immediately--in some cases by up to 50 percent--without restructuring the organization or bringing in any consultants. Finally, a leadership book that bridges the chasm between what science knows and what business needs!" -- Chip Conley, founder of Joie de Vivre Hotels and New York Times bestselling author of PEAK and Emotional Equations "Profit from the Positive is a thought-provoking and practical guide . . . an invaluable resource for anyone seeking to be an exceptional manager and contributor at work." -- Gretchen Rubin, New York Times bestselling author of The Happiness Project "Greenberg and Maymin--pioneers in the application of Positive Psychology to organizations--have built an exciting and important bridge between compelling evidence and actionable practice. Profit from the Positive is a valuable resource for anyone seeking to boost organizational productivity and the quality of work life." -- Adam Grant, professor at the Wharton School at the University of Pennsylvania and New York Times bestselling author of Give and Take "Profit from the Positive is a straightforward business book that offers tools, backed by solid research, which can help any manager and their

team." -- Tony Hsieh, CEO of Zappos.com, Inc., and New York Times bestselling author of *Delivering Happiness*

**The Profit from the Positive Certificate Program:** [ProfitFromThePositive.com/certificate-program](http://ProfitFromThePositive.com/certificate-program)  
From the Author Margaret Greenberg and Senia Maymin are both executive coaches who specialize in teaching their clients positive psychology tools. In "Profit from the Positive," they share cutting-edge research as well as their clients' experience implementing these tools.  
About the Author Margaret H. Greenberg is a sought-after executive coach by Fortune 500 executives. She holds a BA in sociology from the University of Hartford and a Master of Applied Positive Psychology (MAPP) from the University of Pennsylvania. Greenberg lives in Connecticut with her husband and has two grown daughters. Senia Maymin is an executive coach to entrepreneurs and CEOs. She holds a BA in math and economics from Harvard University, an MBA from the Stanford Graduate School of Business, an MAPP from the University of Pennsylvania, and is completing her PhD in organizational behavior at the Stanford Graduate School of Business. She lives in California with her family.