

Gung Ho! Turn On the People in Any Organization

By Ken Blanchard

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Ken Blanchard and Sheldon Bowles, co-authors of the *New York Times* business bestseller *Raving Fans*, are back with *Gung Ho!* Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world.

Raving Fans taught managers how to turn customers into full-fledged fans. Now, *Gung Ho!* brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of Gung Ho--a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of Gung Ho are:

1. The Spirit of the Squirrel
2. The Way of the Beaver
3. The Gift of the Goose


These three cornerstones of Gung Ho are surprisingly simple and yet amazingly powerful. Whether your organization consists of one or is listed in the *Fortune 500*, this book ensures Gung Ho employees committed to success.


Gung Ho! also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas. Destined to become a classic, *Gung Ho!* is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story.

Management legend Ken Blanchard and master entrepreneur Sheldon Bowles are back with *Gung Ho!*, revealing a surefire way to boost employee enthusiasm, productivity, and performance and usher in astonishing results for any organization.

Raving Fans brilliantly schooled managers on how to turn customers into raving fans. *Gung Ho!* now brings the same magic to employees. Here is the story of

how two managers saved a failing company and turned in record profits with record productivity. The three core ideas of *Gung Ho!* are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I promise to buy books, but can't wait. We need now!" Like *Raving Fans*, *Gung Ho!* delivers.

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Editorial Review

From Library Journal

In these days where the computer reigns supreme and management thought is presented in complicated models, there is something refreshing about management principles taught by allegory. Blanchard (*The One Minute Manager*, LJ 3/1/84), along with coauthor Bowles (*Raving Fans*, Morrow, 1993) recounts an organizational turnaround based on three Native American lessons. In "The Spirit of the Squirrel," the lesson is one of the power of worthwhile work. In "The Way of the Beaver," the lesson is accomplished through empowerment. In "The Gift of the Goose," the lesson is the exponential factor of motivation. The problem inherent in the principles in this work, or any change program from weight-loss diets on up, is that there needs to be constant focus; success, if it is not continually renewed, is dissipated over time. Although new, this work makes a good preface and companion to Eliyahu Goldratt and Jeff Cox's *The Goal* (North River, 1992. 2d ed.).?Steven Silkunas, Southeastern Pennsylvania Transit Authority, Philadelphia
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Review

"Gung Ho!" will make a difference in your life, and in the lives of all of those you have the privilege to touch."-- Anthony Robbins, author of "Awaken the Giant Within" and "Unlimited Power"
"Gung Ho!" will become the preeminent book in energizing and empowering people as "The One Minute Manager" has become for management and "Raving Fans" for customer service."-- Harvey Mackay, author of "Swim with the Sharks Without Being Eaten Alive" and "Dig Your Well Before You're Thirsty"
"Aboriginal North Americans are running banks and hospitals, designing computers and teaching in universities. They own and operate thousands upon thousands of successful businesses. It's nice to have the business-book world finally catch up to reality and give us Andy Longclaw, a man who saved 1,500 jobs and may well save yours." -- Phil Fontaine, Grand Chief, Assembly of Canadian Chiefs
"Ken Blanchard and Sheldon Bowles strike again. You need and business needs "Gung Ho!" This book will revolutionize any organization which adopts it, and those that don't won't survive. It's that simple."-- Tom Peters, co-author of "In Search of Excellence"
"I predict that like "Raving Fans" and "The One Minute Manager", "Gung Ho!" will become an invaluable tool in our team's pursuit of excellence. It conveys meaningful lessons about motivation, inspiration, and goal-setting that any organization can put to immediate use."-- Sally Gore, Human Resources Leader, W. L. Gore & Associates, Inc.
"Gung Ho!" shows in three easy steps how to release the energy and enthusiasm of your whole team and focus it on success. A great book."-- Stephen R. Covey, author of "The 7 Habits of Highly Effective People"

From the Publisher

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-- **Stephen R. Covey**

"I think **Gung Ho!** will become the preeminent book in energizing and empowering people. . ."

-- **Harvey Mackay**

Users Review

From reader reviews:

Shawn Proctor:

Have you spare time for just a day? What do you do when you have considerably more or little spare time? Yes, you can choose the suitable activity with regard to spend your time. Any person spent their very own spare time to take a move, shopping, or went to the Mall. How about open or perhaps read a book allowed Gung Ho! Turn On the People in Any Organization? Maybe it is to become best activity for you. You recognize beside you can spend your time together with your favorite's book, you can cleverer than before. Do you agree with it is opinion or you have various other opinion?

Joan Marcial:

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