



## Success With People NEWS RELEASE

To: Nonfiction Reviews

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**FOR IMMEDIATE RELEASE**

September 7, 2006

### Managing People Made Easy

**Entrepreneur, coach and employee performance management expert  
reveals a revolutionary 12-step program to make anyone  
a winning manager in 2006.**

**Novato, California (September 7, 2006)** – The book, *Winning*, by Jack Welch is a good read but by itself will not give you better results this year. Neither will *Good to Great*, *Blink* or other business best sellers.

The reason is you need more than ideas - you need a system for managing people effectively. Your system for hiring, managing, developing and retaining great people allows you to successfully implement the ideas of Welch, Collins, Gladwell and others.

Without a system for managing people as your foundation, ideas and the latest fads in management get implemented with great enthusiasm and then rapidly fade before they can have a lasting positive effect on your company.

Entrepreneur, coach and employee performance management expert David Russell shares the “secret sauce” he’s cooked up over his 30 year career to effectively lead people in any type of organization in his new book, *Success With People*. It is basically a 12-step program for leaders addicted to poor management habits.

The first quarter of the year is performance review time for many companies. Most managers would love to transform this once-a-year agony into a more effective system for managing people in 2006. Written to help both new managers and those with decades of experience, *Success With People* is a quick read that's easy to understand and apply in any company.

The book focuses on 12 Desired Results, which are grouped into 3 suites: Establishing Your Foundation, Balancing Your Workload and Managing Your Team's Performance. Each suite provides specific actions to take and examples of how to manage effectively to achieve key objectives. The result is a healthy, foundational balance between hiring effectively, fully engaging employees, delegating successfully, developing your people so they deliver more, and retaining top talent in a competitive global work environment.

Today managers are rarely trained and mentored. Gallup claims only 25 percent of employees are fully engaged. Covey states only 19 percent of U.S. have clearly defined goals. A consequence of these problems is people are working too many hours to overcome their inefficiencies. The solution is a more balanced approach through a foundational, systematic approach to hiring, managing, developing and retaining employees - the Success With People system. The result is improved work-life balance, the ability to better implement great ideas and increased retention of your best employees.

#### **About David Russell, the author**

David Russell is an executive coach, consultant, trainer, professional speaker and entrepreneur. He is the author of *Success With People – A Complete System For Managing People in Any Organization* and *40 Days to Success With People*. Russell is a featured speaker at major events such as the Microsoft Worldwide Partner Conference, CMP XChange, and Ingram Micro's VentureTech meetings. Since 1982 Russell has been in the computer industry working as a VAR, solution provider, marketer, retailer, systems builder, ASP, software publisher and hardware vendor. He is recognized as a leading expert on transforming high tech channel partner executives into effective managers of people and also works with companies in other industries. Clients achieve more and thrive by learning how to develop the strengths of their team.

His book, *Success With People*, teaches a simple 12-step system for hiring, managing, developing and retaining great talent. His company provides coaching, consulting, training and professional speaking. For more information, visit

[www.SuccessWithPeople.com](http://www.SuccessWithPeople.com).

### **About Success with People**

Success With People, Inc. ([www.successwithpeople.com](http://www.successwithpeople.com)) offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. *Business, like life, is about relationships.* Our quick to learn, easy-to-use system helps you build stronger, more productive relationships with employees that enable you achieve greater success.

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