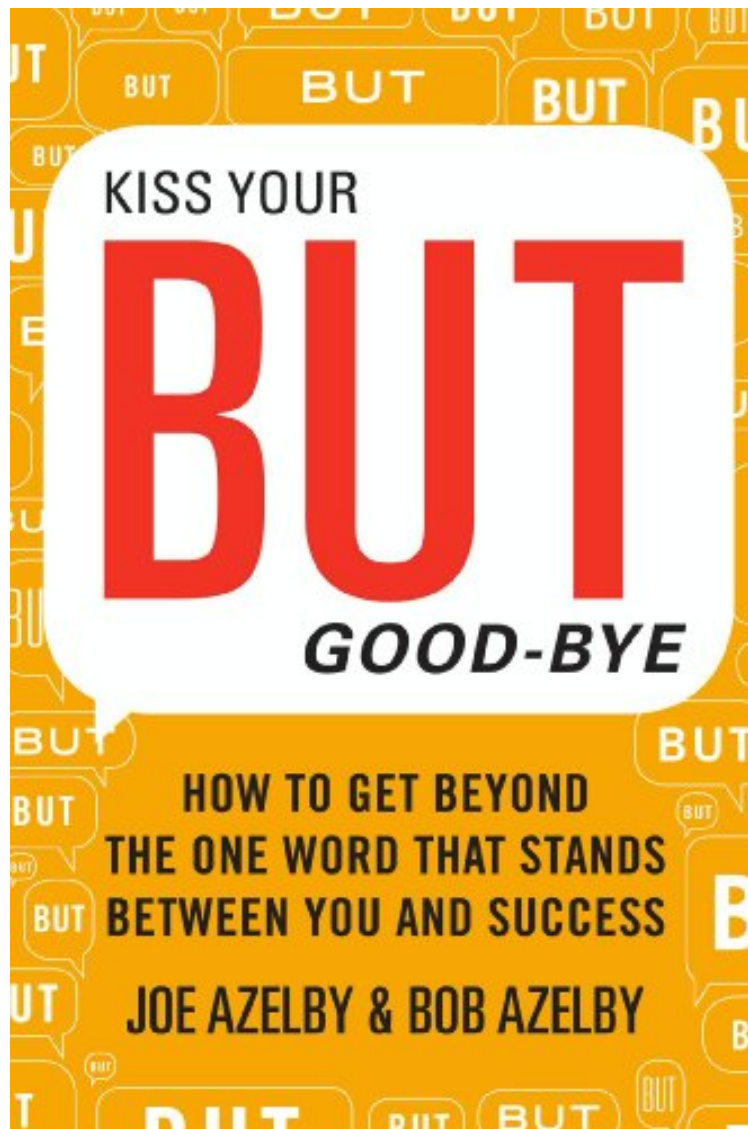


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Kiss Your BUT Good-Bye: How to Get Beyond the One Word That Stands Between You and Success

Joseph Azelby, Robert Azelby

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Joseph Azelby, Robert Azelby : Kiss Your BUT Good-Bye: How to Get Beyond the One Word That Stands Between You and Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Kiss Your BUT Good-Bye: How to Get Beyond the One Word That Stands Between You and Success:

1 of 1 people found the following review helpful. the book is an easy read ndash; any of my childrenBy Samantha DobrinI have benefited tremendously from the seemingly intuitive and ldquo;common senserduo; messages the

Azelby brothers highlighted in their book, *Kiss Your But Goodbye*. First, the book is an easy read — any of my children, even the sixth grade child who hates reading could knock this out in an afternoon. While the book is a quick, easy read (and sometimes repetitive, with purpose) when you take the principles and put them in action, it is a complex and sometimes daunting task. We all think we know what prevents us from taking that next step professionally. Sometimes we even make excuses that it is someone else (my boss is a jerk, that guy that got the job is friends with the management team, etc.). It seems we should know of our character defects. The book asks you to seek a “truth teller” to find that person who can honestly tell you what your “But” is. But, that is difficult. By reading this book and honestly taking action I found it wasn’t quite so easy. I met with multiple managers who told me my “But” was non-existent or small. They weren’t truth tellers, the people I needed them to be to adjust my perception in the workplace. They were just kind souls who didn’t want to hurt my feelings. By reading this book I became accountable for my future, found some real personal and professional truth tellers and began working to decrease the size of my “But” ever remembering I can’t ever completely remove it.

3 of 3 people found the following review helpful. You Need to Read this Book! By David Zell *Kiss Your But Good-Bye* was the most useful personal development book I have read. It is funny, an easy read and memorable. I am still laughing at some of the stories. The beauty and genius of the book is that the concepts described can be readily used to improve your staff, yourself and the company as a whole. While most business books recognize that the most valuable asset in a company is its people, I have not read any that explain in such a straightforward way how to improve people’s effectiveness and worth. I highly recommend this book to anyone who wants to remove the factors which hold them back in business world or help others to succeed. What you learn will make work and life more enjoyable and profitable.

1 of 1 people found the following review helpful. Insightful and actionable advice for career advancement — An easy, fun and important book By Boston TN This book helped me become more self-aware of how to advance quicker in my career. The multiple examples in the book of traits that keep people back from getting promoted is always supplemented with actionable helpful suggestions on how to minimize or improve them. The Azelby brothers wrote it in a fun way with plenty of analogies, personal anecdotes and references to famous movie scenes bringing the points home. Well worth the read!

A simple, engaging, and eminently practical guide to overcoming your weaknesses — your “Buts” — to achieve the career and personal relationships you want. Imagine a workplace where all the employees are aware of the things they do — or fail to do — that prevent them from being more productive and valuable. Imagine a company where everyone speaks openly and honestly about his or her weaknesses and is committed to strengthening and overcoming them. Imagine an environment where colleagues help one another become more efficient and less disruptive by speaking the truth about what detracts from the team’s efforts and objectives. Imagine a place where the firm’s most talented employees know exactly what they need to do to attain a leadership position. This is no fantasy workplace: it can be your business if you listen to Joe Azelby and Bob Azelby, brothers and successful executives in their own right. *Kiss Your BUT Good-Bye* will help all professionals find their individual BUT — whether it’s a lack of skills, a distracting behavior, or a personality quirk that interferes with achieving success. Using road-tested techniques, *Kiss Your BUT Good-Bye* helps you examine your BUT, understand it, manage it, cover it, and most important, shrink it. It also enables managers to help their employees discover personal weaknesses and to learn how to deliver the direct, honest feedback every worker needs and deserves. Finding your BUT can be tough medicine, but the Azelbys deliver it with a tasty spoonful of sugar. Get ready for success . . . get ready to Kiss Your BUT Good-Bye.

“Every successful leader knows that shortcomings in performance, if left unaddressed, limit professional growth. With humor and practical wisdom, this book shows you how to identify and strengthen your weak spots. Read it if you want to say hello to new career opportunities.” (Marshall Goldsmith, the world’s leading executive coach bestselling author of *What Got You Here Won’t Get You There*)

“The Azelbys provide practical and powerful insights into how you can acknowledge and fix those things that may be limiting your career opportunities. No ifs, ands, or BUTs.” (Clayton Rose, Professor of Management Practice, Harvard Business School)

Author Joe Azelby is the managing director and CEO of the Global Real Assets Group of a large financial firm, leading a team of more than 400 investment professionals. A graduate of Harvard University, he earned an MBA in finance from NYU’s Stern School of Business. While at Harvard, he was the captain of the football team and then went on to play professionally with the Buffalo Bills. Bob Azelby is the vice president and general manager of the oncology unit of a large West Coast biotechnology firm, overseeing more than 500 sales and marketing personnel and responsible for more than \$5 billion in annual revenue. He received his undergraduate degrees in economics and religious studies from the University of Virginia and his MBA from Harvard University.