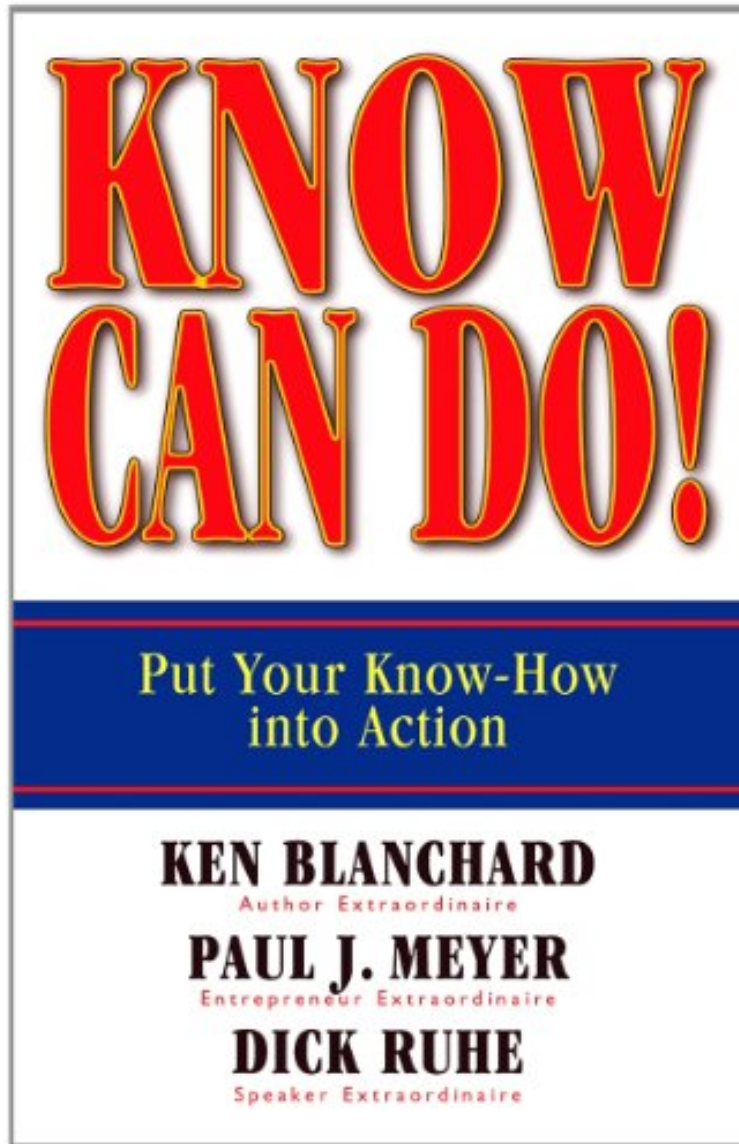


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Know Can Do!: Put Your Know-How Into Action

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would last. As business leaders, we are often the only ones that embrace "change". We KNOW that nothing gets better without change. We are EASY marks for new ideas and technology. We never work at it long enough to MASTER SOMETHING before a new idea catches our attention. We never take time for the one on one coaching that it takes to get it right. We stop selling the VISION and move on. This is probably the Most Important book Ken Blanchard and his partners have ever written. Buy it and read it MORE than once. Understand what it says about the importance of repetition. I have been to a lot of Great Training in my career ONCE! As the Owner/GM, don't just get the IDEA, get the DETAILS on how it works. Learn it yourself well enough to train your managers, and when all of you understand it well enough, coach and train US (your employees) to implement it. If it is such a great idea, then why are we moving on? If you don't think this book is an important read, then maybe you should get in the pool with your employees! Ken Blanchard is the BEST! 0 of 0 people found the following review helpful. A Must, Must, Must, Read, Read, Read By John W. Pearson Leadership alert! Before you read one more book, attend one more seminar, or even listen to one more sermon, read this book--and read it four times! Ken Blanchard, Paul J. Meyer and Dick Ruhe have packaged the solution to a nasty problem in just 104 quick-reading, but pragmatic pages. "The gap between knowing and doing," declares one of the characters in this short business story, "is probably wider than the gap between ignorance and knowledge." The gap solution: the power and practice of repetition, repetition, repetition. Plus, "people should learn less information more often, rather than learn more information less often." Read fewer books, they preach, and read them not once, but four times. Follow-up seminar attendance with a weekly one-hour coaching call for six weeks. In their story, about 20 percent of each manager's performance evaluation is based on successfully conducting one-on-one meetings (every other week) with direct reports. (Three cheers for that one! See the template for one-on-one meeting reports in the "Meetings Bucket" chapter in my new book, Mastering The Management Buckets: 20 Critical Competencies for Leading Your Business or Non-profit.) Why hold one-on-one meetings? Because great managers don't practice "seagull behavior," but are coaches and mentors in a partnership relationship with their team members. That's how you close the knowing-doing gap. The Blanchard bottom line: this is a foundational book that will impact everything you read and learn--from this day forward--for the rest of your leadership/learning life. It's a must, must, must, read, read, read.

Attempting to better themselves--learn new skills, break bad habits, realize their potential--people read books, attend seminars, take training courses. And companies pitch in too, spending billions of dollars every year on professional development programs aimed at helping their employees become more effective. But in spite of what people sincerely believe are their best efforts, all too often their behavior doesn't change. The fact that it seems to be so hard to make new learning stick is an endless source of frustration for both individuals and organizations. For years Ken Blanchard has been troubled by the gap between what people know--all the good advice they've digested intellectually--and what they actually do. In this new book he and his coauthors, Paul J. Meyer and Dick Ruhe, use the fable format Blanchard made famous to lay out a straightforward method for learning more, learning better, and making sure you actually use what you learn. This engaging story identifies three key reasons people don't make the leap from knowing to doing and then moves on to the solution. It teaches you how to avoid information overload by learning "less more, not more less." You'll find out how to adjust your brain's filtering system to learn many, many times more than ever before, ignite your creativity and resourcefulness with Green Light Thinking, master what you've learned using spaced repetition, and more. At last, an answer to the question, "Why don't I do what I know I should do?" Read this book and you will!

From the Back Cover For years Ken Blanchard has been troubled by the gap between what people know--all the good advice they get from books, seminars, and training courses--and what they actually do with this knowledge. All too often, in spite of their most sincere efforts, what people learn just doesn't stick. It's an endless source of frustration for individuals and for organizations as well. In this new book Blanchard and his coauthors, Paul J. Meyer and Dick Ruhe, use the fable format Blanchard made famous to lay out a straightforward method for learning more, learning better, and making sure you actually use what you learn. This engaging story identifies three key reasons people don't make the leap from knowing to doing and then moves on to the solution. Know Can Do will teach you how to avoid information overload by learning "less more, not more less." You'll find out how to adjust your brain's filtering system to learn many, many times more than ever before, ignite your creativity and resourcefulness with Green Light Thinking, master what you've learned using spaced repetition, and more. At last, an answer to the question, "Why don't I do what I know I should do?" Read this book and you will! About the Author Ken Blanchard has had an extraordinary impact on the day-to-day management of millions of people and companies. He is the author of several bestselling books, including the blockbuster international bestseller The One Minute Manager. In 2005 Ken was inducted into the Hall of Fame as #15 of the top 25 bestselling authors of all time. Ken lives, live in San Diego. Thad Lacinak has more than 29 years of marine mammal training and management experience and is currently Vice President and Corporate Curator for one of America's foremost marine parks. Thad is cofounder of Behavior International, a company

dedicated to teaching proactive positive reinforcement techniques to the public. Thad lives in Orlando, Florida. Chuck Tompkins is Vice President of Animal Training at SeaWorld Orlando. Chuck is a dynamic motivational speaker who shares his 25 years of personal experience training killer whales and tells audiences how those same techniques apply to motivating people. Chuck lives in Orlando, Florida. Jim Ballard has written a number of inspirational books, including *Mind Like Water* and *What's the Rush?* He has coauthored several popular books along with bestselling business guru Ken Blanchard. Teachings of the world renowned author and yogi Paramahansa Yogananda inspired Jim to write this wave fable. Jim lives in Amherst, Massachusetts.