Your Success In Life Will Depend On Your Connections

It doesn't take long to understand why The Wall Street Journal calls Keith Harrell a star with attitude. Keith Harrell, a.k.a. Dr. Attitude, helps you along on your path to success. Keith is a bestselling author, performance coach, and nationally acclaimed motivational speaker recognized for his innovative and enlightening presentations to Fortune 500 companies like Coca-Cola, IBM, Microsoft, and Southwest Airlines. His bestselling book, Attitude is Everything, helped readers improve their attitudes to impact the bottom line.

In Attitude is Everything, Keith taught readers to gain control of their careers and their lives by turning positive attitudes into successful actions. But attitude is only half the equation. Once you have super motivated employees, you need them to CONNECT to the company's goals and its mission to achieve maximum success.

Success is built on connections we make with people and ideas. Whether its connecting with customers to improve their service experience, or connecting with the strategic business plan and objectives for the coming year, the foundation for success starts with CONNECT. Here in Connect, Keith Harrell and Hattie Hill reveal the seven core competencies needed to connect individuals and organizations in order to heighten productivity and to maximize personal and professional success.

Commit to win

Open up to opportunities

Notice what's needed and do what's necessary
Navigate by your purpose

Execute ethically

Challenge your challenges

Transcend beyond your best

CONNECT is very well written and contains plenty of wisdom necessary to succeed in business as well as life.

Keith Harrell uses CONNECT as an acronym to get his points across.

C - is for commit to win. Unless there is a total commitment, most importantly with yourself, your efforts will fall short.

O - is for open up to opportunities. Too many people have a closed mindset. If you want to succeed, open to opportunities.

N - notice what is needed

N - navigate by your purpose. You need to understand and be guided by your purpose in life.

E - execute ethically

C - challenge your challenges. Don’t run from your challenges. Challenge them.

T - transcend beyond your best.

Then he gives us the BE - Attitudes to go with each CONNECT point. Before you DO, you must BE and the BE - Attitudes are a good reminder of what we should be. If we simply try to do, we will not succeed. There needs to be alignment of who we are with what we do. Therefore, the BE - Attitudes.

Harrell not only gives us the CONNECT points and the BE - Attitudes, he goes into great detail explaining the importance of the points and how they effect our performance and success.

The book is filled with interesting stories that bring home the points. At the end of each chapter is a series of exercises designed to implement the theory of the book.
If you truly want to succeed in business and in life, you must connect with others. No one is an island. Keith Harrell does a great job of giving you the tools to connect. You still need to do the work yourself.

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