## **CONTENTS**

#### PREFACE xiii

#### INTRODUCTION

xvii

SURE Rules of Fragement

XX

How to Use This Book

XX۷

### PART I REALITY

ı

#### **CHAPTER I**

The Choice 3

#### **CHAPTER 2**

The Boss 5

#### **CHAPTER 3**

A Single Step **7** 

viii Contents

#### INTERLUDE I

Coping with Bullies

8

# **PART II**BEGINNINGS ARE EVERYTHING

15

#### **CHAPTER 4**

The Motley Crew

17

#### **CHAPTER 5**

SOS

20

#### **CHAPTER 6**

The Ally

23

#### INTERLUDE 2

Managing the Boss

25

# PART III COMPLEX CHARACTERS

33

#### **CHAPTER 7**

Madison

35

#### **CHAPTER 8**

Data

Contents ix

#### **CHAPTER 9**

Underperforming 41

#### **CHAPTER 10**

The Check-in 44

#### **INTERLUDE 3**

Learning with Tenacity 49

# THE PLOT THICKENS

## CHAPTER 11

Clarity

#### CHAPTER 12

Checking It Twice 59

#### **CHAPTER 13**

Production

62

#### **INTERLUDE 4**

Leading with Purpose

X Contents

PART V FIX OR FOLD 71

CHAPTER 14
Sales

**73** 

**CHAPTER 15** 

A Warning from Michael

**77** 

**CHAPTER 16** 

Hate Your Boss?

**79** 

CHAPTER 17

In Sheep's Clothing

82

CHAPTER 18

Fire Your Star?

86

**CHAPTER 19** 

Back to the Boss

90

**INTERLUDE 5** 

Move On? Push Out?

92

**PART VI** 

**TEAMWORK** 

99

**CHAPTER 20** 

The Game Plan

Contents xi

#### **INTERLUDE 6**

A SURE Tour de Force 106

# **PART VII**A HAPPY ENDING?

Ш

#### **CHAPTER 21**

The New Boss

## EPILOGUE THE SURE ROUTE TO SUCCESS: ENGAGEMENT

117

The SURE Principles: Remember the Basics
120
Conclusion
175

## THE SKILLS OF ENGAGEMENT TUTORIAL

op, Look, and Learn

128

Unhook

136

Revise the Script

146

Engage - Evolve or Exit

150

**NOTES** 

155

ACKNOWLEDGMENTS

166

ABOUT THE AUTHORS

169

INDEX

Man Spookshop. Com.