

Contents

| | |
|--|------------|
| <i>Acknowledgments</i> | <i>ix</i> |
| PART I The 7 Simple Secrets | 1 |
| Introduction Our Chief Want | 3 |
| Chapter 1 Ignite Your Enthusiasm Light a Fire in Your Heart before Sparking One in Theirs | 15 |
| Chapter 2 Navigate the Way Deliver a Specific, Consistent, and Memorable Vision | 35 |
| Chapter 3 Sell the Benefit Put Your Listeners First | 65 |
| Chapter 4 Paint a Picture Tell Powerful, Memorable, and Actionable Stories | 85 |
| Chapter 5 Invite Participation Solicit Input, Overcome Objections, and Develop a Winning Strategy | 113 |
| Chapter 6 Reinforce an Optimistic Outlook Become a Beacon of Hope | 132 |
| Chapter 7 Encourage Their Potential Praise People, Invest in Them, and Unleash Their Potential | 148 |

| | | |
|-------------------------|--|------------|
| PART II | Living the 7 Simple Secrets | 161 |
| Introduction | Inspire Every Day, in Every Office and in Every Home | 163 |
| Chapter 8 | HOO-YAH! Optimism Rules aboard the USS <i>Ronald Reagan</i> | 166 |
| Chapter 9 | Fifteen Minutes to Five-Star Service | 173 |
| Chapter 10 | How a Visit to the Lower Ninth Ward Inspired a Nation of Givers | 178 |
| Chapter 11 | Wow 'Em Like Steve Jobs | 184 |
| Chapter 12 | How an Ice Cream Shop Became the Hottest Franchise in Town | 191 |
| Chapter 13 | A Mission Impossible Fit for Tom Cruise | 198 |
| Chapter 14 | A Master Class in Motivation | 204 |
| Conclusion | Be a Spellbinder | 211 |
| <i>Notes</i> | | 213 |
| <i>Index</i> | | 225 |
| <i>About the Author</i> | | 229 |