



# Remarkable!: Maximizing Results through Value Creation

*Dr. Randy Ross, David Salyers*

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When it comes to qualities such as passion, enthusiasm, energy, and creativity, the majority of the American workforce could be described as "severely lacking." Too many people just go through the motions, viewing work as something they *have* to do rather than something they *love* to do. This translates into lackluster performance, lost opportunities, and a staggering loss of profits. So how does a team leader turn a business-as-usual team into a remarkable one?

*Remarkable!* is an entertaining and enlightening business parable that has the power to turn any team around. Through the humorous and eye-opening story of Dusty, leaders will discover how to build a culture that inspires team members to bring the best of who they are to the table every day. Addressing the three dimensions of culture--values, beliefs, and behaviors--*Remarkable!* introduces readers to the Four Maxims of Value Creation: creativity, positivity, sustainability, and responsibility. It shows leaders the most effective ways to cultivate these qualities in their team members and how to craft a corporate culture where people can thrive.



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