



The Star Factor: Discover What Your Top Performers Do Differently--and Inspire a New Level of Greatness in All

By William Seidman, Richard Grbavac



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In every company, a select few produce more, sell more, and deliver better results. These stellar performers consistently outshine their peers—and achieve more than most would believe possible. If only these people could be cloned! The Star Factor delivers the next best thing: a unique system for unlocking their wisdom, transforming that knowledge into actionable steps, and helping other employees internalize these new attitudes and behaviors, bringing much-needed change to the whole organization.

The book's proven Affirmative Leadership methodology has produced astonishing results for companies in a range of industries: The world's largest semiconductor manufacturer doubled its accuracy rate for inventory management forecasting; and a top fast food chain dramatically reduced its employee turnover.

Supported by recent breakthroughs in neuroscience, including research on motivation, learning, and achievement, The Star Factor presents a sustainable, people-centered system to build a culture of greatness that starts with the stars and spreads to every corner and every level of the organization.

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In every company, a select few produce more, sell more, and deliver better results. These stellar performers consistently outshine their peers—and achieve more than most would believe possible. If only these people could be cloned! *The Star Factor* delivers the next best thing: a unique system for unlocking their wisdom, transforming that knowledge into actionable steps, and helping other employees internalize these new attitudes and behaviors, bringing much-needed change to the whole organization.

The Star Factor's proven Affirmative Leadership methodology helps executives, managers, and trainers tease out the attitudes, behaviors, and actions that form the core of their stars' performance. You'll discover how to turn their own words into a learning program that can be personalized for each employee, how to create global programs that feel like local change initiatives, and how to make the learning stick to create a leadership-rich environment.

Affirmative Leadership has already produced astonishing results for companies in a range of industries: The world's largest semiconductor manufacturer doubled its accuracy rate for inventory management forecasting; and a top fast food chain dramatically reduced its employee turnover.

Based on years of experience applying the model in hundreds of organizations and informed by Dr. Seidman's Stanford research and the latest findings on the neuroscience of how people think and learn, *The Star Factor's* predictable, consistent, and low-cost approach to performance improvement helps you:

- Identify your star performers using three simple questions
- Conduct Wisdom Discovery workshops that discover what makes your stars great
- Present the findings in a way that makes people want to listen and learn
- Train “coaches” to guide learners to convert that knowledge into applied, practical learning
- Reinforce the learnings with group discussions, journals, and other techniques
- Turn isolated employees from anywhere on the organizational chart into influential leaders that build a culture of greatness, achieving extraordinary tangible and intangible results

The Star Factor's practical, step-by-step process is packed with the newest research on motivation, key findings on positive deviants, examples of Affirmative Leadership in action, realistic development scenarios, and more. By showing you how to tap into the wisdom of your top performers, you'll inspire and reinforce great leadership from executives, managers, team leaders, and individual contributors. You'll turn your organization into a star factory!

Dr. William Seidman is a recognized expert on the subject of executive decision making and performance improvement, and co-founder, CEO, and president of Cerebyte, a performance improvement company focused on increasing organizational performance. He lives in Lake Oswego, Oregon.

Richard Grbavac joined Cerebyte in 2002, bringing 27 years of experience in sales, product development, organizational development, and consulting. He lives in Portland, Oregon.

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