



# The New Game Changers: Driving Performance by Focusing on What Matters

*Greg Long, Butler Newman*

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As the business environment grows ever more complex and new competitors enter the market, the demands on leadership change. Conventional approaches won't cut it any longer. *The New Game Changers* tells the story of Aimee Martin, who rejoins her former company to turn around slumping sales. The sales training initiative that was implemented while she was away came highly recommended, but it was not well received by the frontline staff. And now the new head of marketing is proposing yet another initiative--a slick digital sales campaign.

The trouble is, Aimee realizes, these approaches focus on the wrong things.

Aimee's realization launches her on a quest that leads to her discovery of four essential strategies that help her focus on the outcomes that make a real impact and transform her leadership. The result: a winning team and business success!

*The New Game Changers* is an easy-to-understand guide that teaches you a new way of thinking that will help you take your team and your organization to the next level.

**Greg Long** and **Butler Newman** have worked together across multiple aspects of organizational improvement for over twenty-five years. They have collaborated many times to meet the specific needs of their clients and have extended that collaboration to produce this book, *The New Game Changers: Driving Performance by Focusing on What Matters*.

"Using top performers as a model is a powerful and effective way to improve performance. *The New Game Changers'* focus on top performers' outcomes is a potent methodology for optimizing individual and organizational success."

--William Seidman, PhD, CEO, Cerebyte, Inc., and coauthor of *The Star Factor*

"A must-read for any business leader, *The New Game Changers* is engaging and delightful in illustrating

how to best leverage frontline performers to improve a company's bottom-line performance."

--Ken Rebeck, President, KRA Associates, LLC

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