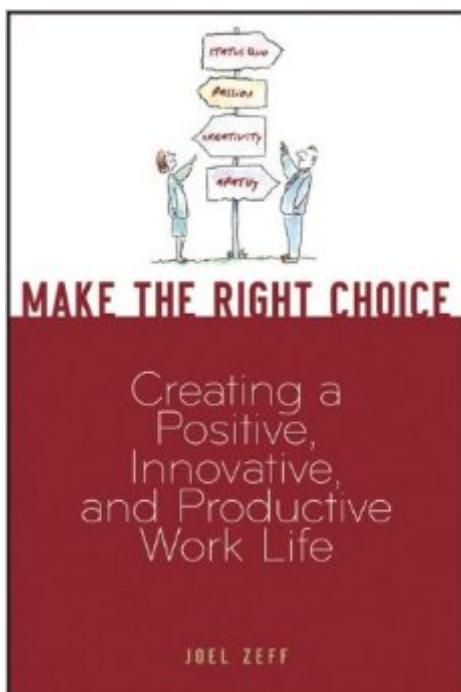


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# Make The Right Choice: Creating A Positive, Innovative And Productive Work Life



## **Synopsis**

Praise for Make The Right Choice "Enjoying what you do is a must if one is to be truly successful in life. This book details with humor and ingenuity the essential elements of building an enjoyable and productive career." -Nido Qubein, President High Point University and Chairman, Great Harvest Bread Co. "Make the Right Choice is a combination of fun, passion, and happiness-a group of honest suggestions that all will find interesting and valuable. In his book and presentations, Zeff provides 'ta-da!' moments that bring smiles and laughter to all. By choosing Make the Right Choice you will reinvigorate your style and work teams." -Michael Perry, President Sonic Restaurants Inc. "Zeff is the first person we call when we need a presenter that will motivate and energize a meeting while delivering significant business-minded messages. He always comes up with the most creative and fun ideas to bond everyone in the room. In Make the Right Choice, he uses that same fun and creativity to give us valuable lessons which apply to our professional and personal lives." -Kimberly Cutchall, Executive Vice President Clear Channel Radio "Zeff is one of the funniest people I know. In this refreshing book, he reminds us of the importance of making the right choice in both business and in life." -Vince Poscente, author The Age of Speed "It's fun, it's smart, and it's honest. Zeff gives us a peek at who we really are, and what we can accomplish with a little creativity." -Neil B. Riemer, President Armstrong McCall Professional Beauty Supply

## **Book Information**

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## **Customer Reviews**

If I understand Joel Zeff's core assertion in this book (and I may not), it is that a person must make

her or his own career and personal choices, then assume full responsibility for the consequences. That is hardly a head-snapping revelation. The substantial value of this book will be derived elsewhere. Specifically, from what Zeff has to say about the importance of having positive support and appropriate opportunities throughout life, and, the importance also of helping others to obtain them. He reviews a number of workshop exercises that he conducts to help participants overcome whatever hesitation they may feel so that they can think more innovatively. (Any one of these exercises is well worth more than the cost of the book.) He also includes a number of specific suggestions such as How to increase the positive support in one's workplace (Pages 6-7) Why most conference calls are ineffective (Pages 55-56) How to conduct a productive brainstorming session (Pages 88-90) How to create an environment in which members of an audience feel comfortable enough to take risks (Pages 109-112) How "little things" allow us to work and communicate more effectively, productively, and successfully (Pages 128-132) How to use recognition to acknowledge outstanding performance (Pages 141-142) How to prepare the "stage" for a formal presentation (Pages 152-153) I also appreciate Zeff's inclusion of a "Quick Ideas" section at the conclusion of most chapters in which he reviews key points, suggests action steps, and provides "positive support" to those who implement his ideas. Zeff's wit is a significant value-added-benefit. At one point, he quotes Dwight D.

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