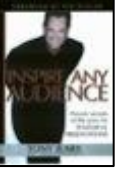














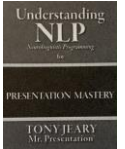
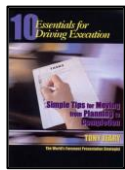

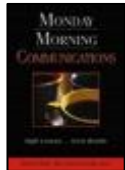


## Tony Jeary Published Books as of 2021

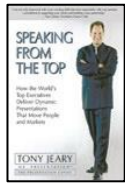
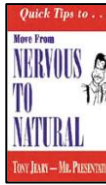

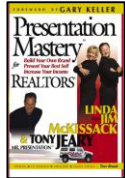
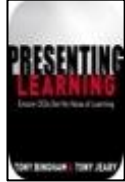
#	Title	Biggest Takeaways	Pub Date	Cover
1.	<i>Inspire Any Audience</i>	<ul style="list-style-type: none"> <li>• Clear objectives are the bedrock of a winning presentation; without them, a presentation will often lose focus, direction, and value.</li> <li>• Use the 3-D Outline™ to tie each piece of your presentation (what) to your objectives (why) and determine the best way to present them (how).</li> <li>• Use these foundational secrets to increase your impact virtually every time you present:               <ul style="list-style-type: none"> <li>○ <i>Verbal Surveying</i> (asking the audience if you should speed up, slow down, give less/more detail, etc.)</li> <li>○ <i>Targeted Polling</i> (asking specific audience members to share their feedback, and then tailoring your presentation accordingly)</li> <li>○ <i>Business Entertainment</i> (the appropriate “fun factor”)</li> <li>○ <i>Trust Transference</i> (using a book, quote, research, etc. to transfer trust from a well-known and respected source to create buy-in and increase your impact.</li> </ul> </li> </ul>	1997	
2.	<i>Strategies for Business Peak Performance</i>	<ul style="list-style-type: none"> <li>• There is enormous value in strategically assessing and evaluating your business to discover the gap between where you are and where you want to go.</li> <li>• Assessing your strengths and weaknesses in five major areas—Finance, Operations, Marketing/Sales, HR, and Quality Assurance— and implementing strategic management practices in each area will help you get more of the results you’re looking for. [Note: Assessments in these five areas are included in the book.]</li> <li>• Uncover your <i>blind spots</i> in areas where you need to change your thinking in order to change your results.</li> <li>• Become a consultant to your own business as you apply proven best practices to specific areas within your organization.</li> </ul>	1997	
3.	<i>Designing Your Own Life</i>	<ul style="list-style-type: none"> <li>• Achieving a real understanding of your values leads to clarity of your purpose, which leads to a clearer vision of where you want to go in life, and that leads to setting and writing down the goals that will take you there. When you do the activities that support your goals (<i>High Leverage Activities</i>), your goals align with your values, and your values support your purpose statement, chances are you will get the life you designed to your own personal specifications.</li> <li>• Because your conscious brain can’t capture everything, the more you focus on what you want, the more your brain concentrates on achieving it. When you set a goal, your reticular activating system (RAS) in your brain knows that is something you’re really interested in, and you begin to see things around you that will help you achieve that goal.</li> <li>• Write down with clarity and visualize not just what you want to have, but also what you want to share, give, experience, and of course become, insuring you have total alignment with your core values.</li> </ul>	2015	
4.	<i>How to Gain 100 Extra Minutes a Day</i>	<ul style="list-style-type: none"> <li>• We all have 168 hours in a week. When you subtract 56 hours for sleep and 12 hours for maintenance, we’re left with 100 hours a week. How we invest those 100 hours will determine what kind of life we build for ourselves.</li> <li>• Assess yourself in the areas of prioritizing, avoiding procrastination, organizing, and delegating to become more aware of things you can do to save 100 extra minutes a day and dramatically improve your results. [Note: Assessment instruments in these areas are included in the book.]</li> <li>• Another important piece to the time puzzle is saving and managing your energy.</li> </ul>	2001	
5.	<i>Meeting Magic</i>	<ul style="list-style-type: none"> <li>• No other single action will enhance business efficiency and effectiveness more than consistent use of good meeting-management techniques.                M = Determine whether a <b>meeting</b> is the best way to accomplish your goal.                A = Build strong <b>agendas</b> that will accomplish your objectives.                G = Set meeting <b>guidelines</b> and standards                I = <b>Involve</b> everyone                C = Communicate with <b>clarity</b> and ensure clarity of action so all attendees will know what actions they are to take.</li> </ul>	2001	

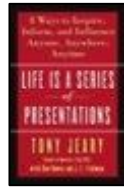

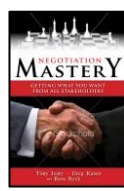


#	Title	Biggest Takeaways	Pub Date	Cover
6.	<i>We've Got to Stop Meeting Like This</i>	<ul style="list-style-type: none"> <li>The meeting leader is not the only one responsible for the outcome of the meeting; participants can help make the meeting more successful when they take ownership of it as well.</li> <li>Preparation is the most important phase of the meeting management process.</li> <li>Set and follow written meeting standards for every meeting.</li> <li>The physical characteristics of meeting spaces can impact meetings, so get it right.</li> <li>Before diving into the work, answer the "Why are we here?" question for participants.</li> </ul>	2001	
7.	<i>A Collection of Icebreakers, Attention Keepers, and Activities</i>	<ul style="list-style-type: none"> <li>Create an environment where you audience members feel more comfortable accepting new ideas, taking risks, and really listening to and absorbing your message.</li> <li>When you engage your audience, you can be assured they pay closer attention to what you're saying, enjoy it more, and walk away with many more takeaways from the information you've provided.</li> <li>Use involvement exercises and interactive activities to break the ice and help your audience get into the presentation, flow, and experience.</li> </ul>	1997	
8.	<i>Speaking Spice</i>	<ul style="list-style-type: none"> <li>Use <i>Business Entertainment</i> (the appropriate fun factor) to bring greater impact to your presentations.</li> <li>Two of the most effective ways to bring humor into your presentation are telling jokes to make people laugh (if you're among the 10 percent of the people who are good at it!) or facilitating humor to both make people laugh and bring involvement.</li> <li>Spice up your presentation with things as simple as stories or one-liners you can read. (We include more than 200 in the book!) Get your audience laughing, connected, and into your talk.</li> </ul>	2013	
9.	<i>A Good Sense Guide to Happiness</i>	<p>Samples:</p> <ul style="list-style-type: none"> <li>Nurture your happiness: Build good memories. Love and support your family. Smile at the world. Do a good deed in secret. Forgive yourself and others.</li> <li>Practice your happiness: Always say "thank you." Look for the good in everyone. Be a river, not a reservoir. Avoid gossip. Make punctuality a habit. Genuinely listen.</li> <li>Find happiness in your career: Love what you do for a living. Go the extra mile. Seek out good advice. Understand your (and others') personality style.</li> </ul>	1997	
10.	<i>Success Acceleration</i>	<ul style="list-style-type: none"> <li>If you're not willing to change, you will not better yourself. It's that simple.</li> <li>If you can truly understand why you do the things you do (establish your foundation), become aware of the things you need to do (build your strategy), and change your actions accordingly (apply the tactics), you can quicken your achievement.</li> <li>We all have paradigms and principles on our <i>Belief Window</i> through which we filter life and process information. Unless you're operating your life with flawless principles, you're probably not achieving the level of success you could.</li> <li>Many people procrastinate because they believe everything has to be perfect before they can begin. <i>Production Before Production</i> (PBP) is the idea of taking action first and getting it perfect as you progress. It's one of the best antidotes for procrastination there is.</li> </ul>	2002	
11.	<i>Happy Families</i> (coauthored with daughter Brooke, age 8)	<ul style="list-style-type: none"> <li>A happy family is one who: looks for the best in each other; looks for nice things to do for each other; supports each other; laughs, cries, and prays together; and makes happy memories together.</li> <li>Happy families have fun together; love, care, and give; worship together; celebrate together; stick together; laugh together; make happy families (happy children become happy parents).</li> </ul>	2002	
12.	<i>Fun Things to Do as Kids</i> (coauthored with daughter Paige, age 8)	<ul style="list-style-type: none"> <li>Have fun with your kids, no matter their age! Kids will never say, "My parents were just too darned fun!" It won't happen!</li> <li>Fun thing to do with moms: Make a family poster of what your family stands for.</li> <li>Fun thing to do with dads: Sleep in the backyard in a tent.</li> <li>Fun thing to do with grandparents: Watch family videos, reliving special memories.</li> <li>Fun thing to do in the car: Play the ABC game with signs and license plates.</li> <li>Fun thing to do serving parents: Write them a thank-you letter (with fun pictures).</li> </ul>	2003	


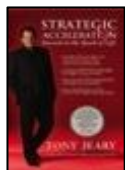



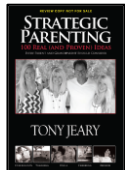
#	Title	Biggest Takeaways	Pub Date	Cover
13.	<i>Persuade Any Audience</i>	<ul style="list-style-type: none"> <li>Preparation pays big dividends: Know what you are offering—not what it is to you, but what it is to your audience. Build a strong presentation arsenal. Gather facts about the audience up front.</li> <li>Develop your pitch: Consider your objectives in light of the prospect's personal agenda, company mission, and future business.</li> <li>Open with strength: Build rapport before, during, and after by finding commonalities.</li> <li>Manage your pitch: Understand that companies don't buy, people do. Bring energy and enthusiasm to the table. Use <i>Planned Spontaneity</i> (being so prepared you can spontaneously respond to any question).</li> <li>Close right: Summarize (highlight each key point), assume the close (future pace by describing the prospect using your product in the future), and communicate the value.</li> <li>Follow up: Follow up with something of value to the buyer. Be easy to do business with.</li> </ul>	2013	
14.	<i>Presenting with Style</i>	<ul style="list-style-type: none"> <li>Present to people the way they want to receive it, versus just how you want to deliver it.</li> <li>The DISC Model of Human Behavior is simple to use because it is based on just two questions: <ol style="list-style-type: none"> <li>Are you more fast-paced or methodical?</li> <li>Are you more people oriented or task-oriented?</li> </ol> </li> <li>The four basic styles are: <ol style="list-style-type: none"> <li>D—Dominant (Driver, Direct) (Extroverted/Fast-Paced, Task Oriented)</li> <li>I—Influencer (Inspiring, Friendly, and Funny) (Extroverted, People Oriented)</li> <li>S—Steady (Supportive, Step by Step) (Methodical, People Oriented)</li> <li>C—Compliant (Cautious, Every Detail) (Methodical, Task Oriented)</li> </ol> </li> </ul>	2012	
15.	<i>Building Your Dream Home</i>	<ul style="list-style-type: none"> <li>There are ten basic stages of building most homes: prework, land preparation, foundation, rough-in, dry work, trim, paint, interior detail, floor finish, and final..</li> <li>Model things you love by taking pictures/videos and sharing with your architect, builder, and contractors.</li> <li>Consider putting kitchen electrical outlets out of sight—on the side of a cabinet or island, or even underneath.</li> </ul>	2003	
16.	<i>Too Many Emails</i>	<ul style="list-style-type: none"> <li>Many people spend as much as one or two hours a day just managing their emails.</li> <li>Unless email is properly utilized, time and money can be wasted with every email sent and received.</li> <li>The five "Bs" of outgoing email presentation: Be brief, be clear, be simple, be prompt, and be careful.</li> <li>Having written email standards is a powerful ongoing practice.</li> </ul>	2003	
17.	<i>Winning Seminars</i>	<ul style="list-style-type: none"> <li>Understanding what you hope to accomplish at a high level by conducting a seminar is the first step to deciding if a seminar is even the best tool to use.</li> <li>The overall seminar process actually consists of smaller blocks of logistical decisions that must be carefully thought through, with each block interacting with and affecting the others.</li> <li>Remember to not lose the personal touch. People today want you to connect with them—not just "wow" them.</li> </ul>	2013	
18.	<i>136 Effective Presentation Tips</i>	<ul style="list-style-type: none"> <li>Your presentation is not about being perfect; it is about connecting with others.</li> <li>Remember that you have something to say that others need to hear, or you would not have been asked to make the presentation. Most people in the audience want you to do well. They are on your side.</li> <li>There are three things audience members love: respect of their time, rapport, and entertainment.</li> <li>To maintain emotion and involvement, answer the audience's number one question, <i>What is in this presentation for me?</i> early and often.</li> </ul>	2002	
19.	<i>The Complete Guide to Effective Facilitation</i>	<ul style="list-style-type: none"> <li>Facilitation has become an important skill because the rules of business have changed dramatically.</li> <li>Facilitation has a single purpose—helping the group achieve its goal through strategic and intentional involvement of attendees.</li> <li>Facilitation is a mixture of skill, technique, and strategy. A facilitator is an objective guide who keeps a meeting or a presentation moving in an appropriate direction.</li> <li>To be the most impactful, ask yourself, <i>What percentage of the time should I be talking, and what percentage of the time should the audience members be talking?</i></li> </ul>	2002	







#	Title	Biggest Takeaways	Pub Date	Cover
20.	<i>Training Other People to Train</i>	<ul style="list-style-type: none"> <li>Be prepared and flexible at the same time.</li> <li>Balance fulfillment of your training objectives with the participant's self-interest.</li> <li>Often, you should invest money in training when you can least afford to spend the money.</li> <li>Use tools (videos, etc.) to achieve consistency of your message when you're cascading it down.</li> </ul>	1999	
21.	<i>Communication Mastery: NLP Made Simple</i>	<ul style="list-style-type: none"> <li>Employing your NLP (Neuro-Linguistic Programming) skills enhances your ability to deal with roadblocks and/or issues that slow down the process of closing business; it helps you shorten sales cycles and increase your effectiveness.</li> <li>Before you can <b>really</b> communicate with another person, you have to be able to respect his/her unique point of view of the world.</li> <li>It really doesn't matter what you meant to communicate—all that matters is the other person's response to what they understood.</li> <li>Observing how other people unconsciously speak and responding to them in the same way is as effective as speaking in a common language.</li> </ul>	2005	
22.	<i>Understanding NLP for Presentation Mastery</i>	<ul style="list-style-type: none"> <li>Word choice: People have preferences for the way they represent things in their mind, usually in one of three senses: visual, auditory, or kinesthetic. Identify the sensory mode your audience prefers and adjust to that mode of communication. In a group setting, use all three.</li> <li>Embedded Commands: Embed a phrase within a sentence that can have an unconscious impact on the action that people take (e.g., saying "We need to finish the book <i>now</i> so we can move on" indicates the speed with which you wish to execute ["now"]). Ensure your word choices support the action you want to happen.</li> <li>Anchors/Conditioned Responses: Be aware that the words you use can trigger mental and emotional responses in your audience (e.g., use "challenge" or "opportunity" versus "problem").</li> <li>Pattern Interrupts: Tactfully utilize the "shock factor" to interrupt a person or group's pattern of thinking and to position yourself to re-guide their thoughts. You can do this by use of body language (abruptly standing up or moving into the crowd) or tone (tactfully raising your voice).</li> </ul>	2005	
23.	<i>10 Essential for Driving Execution</i>	<ul style="list-style-type: none"> <li>Good execution is getting things done; great execution is getting things done fast and on purpose; and <i>mastery</i> execution is about getting the <i>right</i> things done fast and on purpose. The world flocks to people who get it done.</li> <li>The 10 Essentials: <ol style="list-style-type: none"> <li>Plan and communicate your vision</li> <li>Set clear goals and expectations</li> <li>Prioritize hourly</li> <li>Conduct effective meetings and presentations</li> <li>Seek <i>Production Before Perfection</i> (PBP)</li> <li>Delegate to expand your capacity</li> <li>Create mental ownership</li> <li>Manage change</li> <li>Handle setbacks</li> <li>Provide gratitude and praise (recognition)</li> </ol> </li> </ul>	2005	
24.	<i>One-to-One Presentations</i>	<ul style="list-style-type: none"> <li>One-to-one presentations are often the place where good ideas catch on, leadership emerges, and peers influence peers toward goals.</li> <li>One-to-one presentations flow three directions: top down, bottom up, and peer to peer. Presentations in any of these directions have the potential to radically impact the success of a business.</li> <li>The degree to which ideas and messages are able to flow through the organization determines how fast an organization can execute corporate strategies and integrate frontline discoveries. One of the strongest assets a great manager/coach has is the power to positively influence his/her team in a one-on-one presentation.</li> </ul>	2016	
25.	<i>Monday Morning Communications</i>	<ul style="list-style-type: none"> <li>Having a common understanding of the meaning of words is vitally important to clear communications.</li> <li>Short and concise is better than long and complicated.</li> <li>Use face-to-face contacts for sensitive, emotional, or personal topics. Use meetings when collaboration and diverse views are important to generate better solutions. Use email for</li> </ul>	2005	






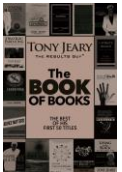

#	Title	Biggest Takeaways	Pub Date	Cover
		<p>straightforward, fact-based matters. Use the telephone for matters that require a high degree of interaction. One short call can often do the job of six emails.</p> <ul style="list-style-type: none"> <li>Your communication should have answers to the “who, what, when, why, how, where, and how much” questions.</li> </ul>		
26.	<i>Speaking from the Top</i>	<ul style="list-style-type: none"> <li>All words spoken by all people are not equal. The words of top leaders have a powerful impact on people and organizations. Therefore, every word must count and every presentation must be thoroughly prepared and powerfully delivered.</li> <li>The executive speech is the foremost vehicle for garnering a high level of support from all audiences—both internal and external.</li> <li>The key is to bring in the right people for the presentation team at the right time for the right assignments for the right duration, being sure that each role is filled by a person who has the necessary expertise, background, and desire to help. A typical presentation development team includes a team coordinator, a graphics and multimedia coordinator, a content specialist, a speechwriter/presentation creator, and a presentation coach.</li> </ul>	2001	
27.	<i>Nervous to Natural</i>	<ul style="list-style-type: none"> <li>The reason most people are nervous when it comes to presenting to larger groups is often because they fear the unknowns. To move the unknown to the known, simply know more!</li> <li>The more prep you do, the more you know, and the more you reduce nervousness.</li> <li>Own the presentation environment. Know your room, walk it before the presentation, and mentally make the room yours.</li> <li>Establish champions in the audience. Meet and greet the audience members so you have a clear beginning for eye contact later on.</li> <li>Get the audience involved immediately by using music, games, stories, activities, skits, giveaways, etc.</li> </ul>	2002	
28.	<i>Images of Beauty</i>	<ul style="list-style-type: none"> <li>People of all ages are often in awe of a special eye. Enjoy beauty.</li> <li>My daughter Paige is a talented young lady who loves to serve, encourage others, and bring beautiful moments together to be remembered. When she was sixteen, I wanted to give her a gift that showed my appreciation for the special daughter she is, so I created this photography book with fifty of her best photographs (at that time).</li> </ul>	2010	
29.	<i>Presentation Mastery for Realtors</i>	<ul style="list-style-type: none"> <li>Learn from and model others. Making the decision to be a learning-based business early on in your real estate career will be your best secret weapon.</li> <li>Learning to present yourself well from a branding perspective will be one of the highest contributing factors of your success. Positioning your brand to make it “top of mind” in your market will draw clients to your door.</li> <li>Communicate your brand in everything you do, and be consistent. Be sure to reinforce your brand with good service and added value.</li> <li>The most successful real estate businesses are a healthy combination of both marketing and prospecting. They are marketing-based and prospecting-referral-enhanced.</li> <li>If you are going to be in the business of meeting and exceeding your clients' expectations, you have to find out what those expectations are.</li> </ul>	2007	
30.	<i>Presenting Learning</i>	<ul style="list-style-type: none"> <li>Workplace learning professionals must take responsibility for helping executives understand the true value of learning and the contribution it makes to the success of the enterprise. Learning should have a seat at the boardroom table.</li> <li>The SPEAK model helps the learning professional think about how to develop, articulate, and link learning to any organization.  S = Strategy: Know precisely what your organization's strategic objectives are and devote yourself to finding ways to achieve them.  P = Preparation, Practice, Personalization:  <u>Preparation</u>: Be constantly looking for information that can help you communicate to your audience, go over every detail of your presentation and leave nothing to chance, and anticipate questions and issues so you can have answers ready.  <u>Practice</u>: Continually practice your craft in using all types of communication.  <u>Personalization</u>: You must work with, for, or through other people, so build strong personal relationships to optimize your success.  E = Execution: Great execution means paying attention to detail, devoting yourself to excellence, and working hard every day to do the best job you can.  A = Accountability: Help develop effective and accurate measurement tools and insist on having metrics that accurately track and report learning's value to the enterprise. Only by</li> </ul>	2007	




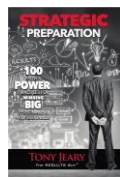

#	Title	Biggest Takeaways	Pub Date	Cover
		<p>making learning's value known on the balance sheet will that seat at the table ever start to feel comfortable.</p> <p>K = <u>K</u>nowledge: An important part of your job is to learn how your organization learns (how it processes information to achieve the most competitive, profitable outcome possible).</p>		
31.	<i>Life is a Series of Presentations</i>	<ul style="list-style-type: none"> <li>Presentation is way more than a skill; it is a strategic asset. You can and should take a strategic approach to being your best—including mastering prep, delivery/facilitation, and follow-up. After all, life is a series of presentations.</li> <li>The eight essential practices of successful presentations are:  I = <u>I</u>nvolve your audience.  P = <u>P</u>repare your audience.  R = <u>R</u>esearch your presentation arsenal.  E = <u>E</u>xplain “why” before planning “how.”  S = <u>S</u>tate management: achieve the proper mental state of your audience.  E = <u>E</u>liminate “unknowns” by turning them into “knowns.”  N = <u>k</u>Now your audience.  T = <u>T</u>ailor your presentation throughout to keep your audience focused.</li> </ul>	2003	
32.	<i>Purpose-Filled Presentations</i>	<ul style="list-style-type: none"> <li>Communication is a gift from God to his people. He empowers us to effectively reflect His image and deliver His message to the world through the gift and practice of communication.</li> <li>When you concentrate on why you are doing what you are doing, as opposed to what you are doing, your nervousness will begin to take a backseat.</li> <li>Following these <i>Seven Steps to Effective Communication</i> will help you make a powerful and lasting impact in whatever ministry role you serve: <ol style="list-style-type: none"> <li>1. Clarify your objectives</li> <li>2. Define your audience</li> <li>3. Gather content</li> <li>4. Maximize preparation</li> <li>5. Open well</li> <li>6. Engage your audience</li> <li>7. Close with action</li> </ol> </li> </ul>	2009	
33.	<i>Negotiation Mastery</i>	<ul style="list-style-type: none"> <li>What sets Master Negotiators apart is the way they <i>think</i> which, in turn, determines how they act.</li> <li>Negotiation is all about people, and people are motivated by their self-interest.</li> <li>Negotiation, then, must be a win-win-win plan.</li> <li>The four steps that Master Negotiators use for constructing a win-win-win plan are: <ol style="list-style-type: none"> <li>1. Determine your self-interest—what really matters to you.</li> <li>2. Identify the people who stand between you and success.</li> <li>3. Determine their self-interest.</li> <li>4. Design a strategy to connect their self-interest with yours.</li> </ol> </li> <li>People are very willing to go the extra mile for you once they trust you, because they know you are going to reciprocate in some meaningful way.</li> </ul>	2014	
34.	<i>The 180 Rule for Getting Results Faster</i>	<ul style="list-style-type: none"> <li>When you identify and analyze roadblocks that impede your vision, you'll have true <b>clarity</b> about how to get results. (Allow your natural Negativity Bias to work by crafting a new mission statement that is the opposite of your true mission statement, because coming up with <i>what will not work</i> gives you a roadmap to use for <i>what will work</i>, or at least get you started on the right track.)</li> <li>Developing solutions to those roadblocks allows you to <b>focus</b> on activities that really matter (<i>High Leverage Activities</i>, or HLAs).</li> <li>Having a strong action plan that details implementation, follow-up, and measurement will help you <b>execute</b> for real success and tangible, positive results.</li> </ul>	2013	
35.	<i>Ultimate Health</i>	<ul style="list-style-type: none"> <li>Know how your body works so you can live in ultimate health.</li> <li>Everyone has three different types of ages: <ol style="list-style-type: none"> <li>1. Your mental age (how fun you are)</li> <li>2. Your chronological age (when you celebrate your birthdays)</li> <li>3. Your physical age (your cellular makeup, which is determined by multiple bio-markers that can be measured inside and outside of your body).</li> </ol> </li> </ul>	2013	




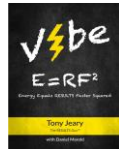
#	Title	Biggest Takeaways	Pub Date	Cover
		<ul style="list-style-type: none"> <li>Make the decision daily to live in ultimate health.</li> <li>Taking the <i>Ultimate Health Assessment</i> (included in the book) is the first step toward discovering the areas you need to improve or modify in order to live in ultimate health.</li> <li>Assess yourself often with labs, tests, and scans; then adjust as necessary your exercise, sleep, supplementation, and diet and form the right habits accordingly.</li> </ul>		
36.	<i>Leadership 25</i>	<ul style="list-style-type: none"> <li>Winners who get consistent, real results start with a powerful strategic plan fueled by a clear vision, constant reevaluation and adjustment, true insight into what's really happening around them, and a supportive team focused on executing and bringing out the best in their leadership.</li> <li>Many people go through life without assessing the things that are important—like their marriage, their parenting, their health, or their leadership qualities. Since they don't even know what they don't know, they certainly don't have the means to improve their results in those areas.</li> <li>Strong leaders should consistently assess themselves and get exceptional at the core characteristics of proven powerful leaders. The <i>Leadership Assessment</i> instrument included in the book will help you uncover <i>blind spots</i> and reframe how you invest your time, as well as help you better see the world around you and accelerate your success.</li> </ul>	2018	
37.	<i>Strategic Acceleration</i>	<ul style="list-style-type: none"> <li>Be intentionally strategic about everything by gaining real CLARITY, staying extremely FOCUSED, and EXECUTING <i>High Leverage Activities</i> (HLAs) that bring you the results and success you want—faster.</li> <li>No single skill or habit has a more powerful impact on results than the ability to eliminate distractions and focus on your <i>High Leverage Activities</i> (HLAs).</li> <li>Many companies are taking a big hit from the fifteen to thirty hours a week that each team member is potentially wasting on <i>Low Leverage Activities</i> (LLAs) due to poor clarity and lack of focus (including the inability to say “No” more often).</li> </ul>	2009	
38.	<i>We've Got to Start Meeting and Emailing Like This</i>	<ul style="list-style-type: none"> <li>Meetings and Emails have a huge impact on an organization's success—or its failure.</li> <li>At least one-third of all meetings are perceived by many attendees to be either unnecessary or unproductive. Virtually all meetings have some unproductive segments.</li> <li>Effective meeting management revolves around three key areas: preparation, delivery, and follow up.</li> <li>Research shows that the average corporate email user sends and receives between 105 and 125 email messages per day. Managing email is the second most time-consuming activity for workers, devouring about 28 percent of their time.</li> <li>Set organizational standards for both meetings and emails, train, reinforce, and watch your culture thrive.</li> </ul>	2013	
39.	<i>Thinking Pays!</i>	<ul style="list-style-type: none"> <li>Be both strategic and intentional about every single thing you do.</li> <li>Get clear on what you want to have, give, share, experience, and perhaps more importantly, what you want to become.</li> <li>Define your top values. Know what really, really makes you happy—then build a life around it.</li> <li>Be willing to say “No” to good things so you can say “Yes” to extraordinary things.</li> </ul>	2014	
40.	<i>Business Ground Rules</i>	<ul style="list-style-type: none"> <li>Constantly (even daily) sharpen the principles in your <i>Belief Window</i> so they are accurate. Then deploy accordingly.</li> <li>Remember, as a base: <i>Give Value, Do More Than Is Expected</i> and business will be attracted to your service or product offering.</li> <li>You need to eliminate your negative thoughts in the same way you would take the garbage out when it starts to stink or occupies too much space.</li> <li>In most cases, 87 percent will be just as good as 100—or better because of the worrying, stress, and negative energy that come with trying to achieve a perfect score.</li> <li>When you help those around you win, they will, in turn, want to help you win. It's fairly simple to do, and it reaps huge benefits for all stakeholders.</li> </ul>	2014	
41.	<i>Strategic Parenting</i>	<ul style="list-style-type: none"> <li>Expect the best of your kids and focus on always having a strong relationship with them.</li> <li>Be strategic in all you do to make this a reality, including learning from other successful parents (through books, mentoring, coaching etc.).</li> <li>Teach your kids that relationships are everything. Model for them how to serve people and guide them to choose the right friends.</li> <li>Help your kids create their own brand by helping them start to build their resume early on</li> </ul>	2014	



#	Title	Biggest Takeaways	Pub Date	Cover
		and teaching them to take responsibility for what they do to create their reputation.		
42.	<i>Living in the Black</i>	<ul style="list-style-type: none"> <li>Live in mastery (in the black) in all areas of your life. Learn lessons from others as well as your own life's experiences, through both careful and intentional reflection and study.</li> <li>Identify your gifts and use them to the best of your ability.</li> <li>The very core of who you are is shaped by your relationships with your parents and siblings, your friends and associates, and, most of all, with God.</li> <li>Top leaders and achievers exceed expectations, no matter how high they are.</li> </ul>	2014	
43.	<i>Leverage</i>	<ul style="list-style-type: none"> <li>Gaining greater results with fewer resources is utilizing the power of leverage. By leveraging the resources of time, talent, and money, you can grow faster than you ever thought possible, using all three for maximum gain.</li> <li>Developing <i>High Leverage Activities</i> (HLAs) creates a clarity of action, and they represent a special language that alters the way you and your team think about what needs to be done.</li> <li>Leverage is the driver of results. The time you strategically invest in focusing on your HLAs, both personally and professionally, determines how effective you do life.</li> <li>Think strategically; say "No" to <i>Low Leverage Activities</i> (LLAs) and focus on <i>your</i> HLAs.</li> <li>Establishing priorities according to leverage is some of the hardest thinking you will ever do. It's intentional thinking versus subconscious thinking.</li> </ul>	2015	
44.	<i>Rich Relationships, Rich Life</i>	<ul style="list-style-type: none"> <li>Strong relationships help you leverage your career growth, expand your success, create your legacy (both personally and professionally), and live a happier life.</li> <li>The richer your relationships, the richer your life. Period.</li> <li>Be intentional about making connections and nourishing those relationships. Help you and the people in your life win more, win bigger, and win with even more success.</li> </ul>	2019	
45.	<i>Advise Matters</i>	<ul style="list-style-type: none"> <li>"A wise person learns from the both the successes and mistakes of others."</li> <li>In order to move through life better, you need to get advice that will help you uncover your <i>blind spots</i> and change your <i>Belief Window</i>.</li> <li>There are six sources from which you can obtain great advice: coaches, mentors, trusted colleagues, paid professionals (attorneys, CPAs, etc.), resources (books, videos, etc.), and yourself (self-reflection).</li> <li>If you want extraordinary results, seek advice from people who have produced extraordinary results.</li> <li>It is critical that you choose advisors whose values line up with your own personal values.</li> </ul>	2016	
46.	<i>Strategic Selling</i>	<ul style="list-style-type: none"> <li>There are four basic components of the Strategic Selling training model, and they encompass the ten-step Pitch Mastery™ methodology: <ol style="list-style-type: none"> <li>Awareness: (Help people become aware of what they don't see.) Develop an opportunity and overview timeline to define the whole picture. Create a matrix of the client players to define the people involved.</li> <li>Skills: (Sharpen skillsets.) Create a team matrix to define the team that will help the client win. Develop a presentation matrix that will enable you to grasp all the presentation opportunities.</li> <li>Processes: (Build and improve the steps, and put them to use.) Prepare a 3-D Outline™ to ensure clarity of each presentation.</li> <li>Tools: (The right tools give you leverage.) Create a tools matrix that lists all the tools you need for your presentation. Develop a "tough questions" matrix to help you identify answers to potential objections and enhance your confidence. Prepare an influence matrix to help you strategically improve your influence. Create a "What if's" matrix to help you gain more confidence and prepare for possibilities. Prepare a debrief matrix to ensure continuous learning.</li> </ol> </li> </ul>	2015	
47.	<i>Change—Mindset Matters!</i>	<ul style="list-style-type: none"> <li>The most successful people manage change effectively because they know a secret: "mindset matters."</li> <li>There are four pieces to the change puzzle: <ol style="list-style-type: none"> <li>Life: It is always changing.</li> <li>Individual: Each person will either be resistant or indifferent, or they will embrace change.</li> <li>Leadership: Leaders have vision (hope) for the future and strategically share it.</li> <li>Organizational: The culture of your organization impacts success.</li> </ol> </li> </ul>	2015	



#	Title	Biggest Takeaways	Pub Date	Cover
		<ul style="list-style-type: none"> <li>There are three components for creating an organizational culture that fosters change and working together as a <i>High-Performing Team</i>:               <ol style="list-style-type: none"> <li>Accountability</li> <li>Communication</li> <li>Trust</li> </ol> </li> </ul>		
48.	<i>Results Faster</i>	<ul style="list-style-type: none"> <li>Change your thinking, change your results!</li> <li>Wealth is much more than money; it's living on purpose and investing time doing what makes you happy and/or what you're truly passionate about.</li> <li>Goals give us a blueprint or map for creating the life we envision and living by the values that are important to us.</li> <li>MOLO (More of, Less of) can actually be an audit of your life. Finding what you really want more of and what you want less of is an important strategic life move.</li> <li>"What can I do to be ready?" is a powerful question we should be asking ourselves all the time.</li> <li>Many of the principles of persuasion have to do with helping others win. Your influence multiplies when you help other people get what they want.</li> <li>The results we get in life can be directly attributed to the habits we form.</li> </ul>	2017	
49.	<i>Family Wealth</i>	<ul style="list-style-type: none"> <li>Families who see financial resources as only one part of an abundant life are more likely to pinpoint and transmit essential, life-enhancing value and wisdom over time and successfully pass down their all-encompassing wealth.</li> <li>When you're passing on a strong legacy, you're essentially passing on all of the advantages, all of the hard work, all of the shortcuts, and all of the wisdom that have helped you live a meaningful and successful life.</li> <li>One excellent way to combat outside influences from infringing on your legacy is to involve your entire family early on in creating a family mission statement, and then strategically and intentionally communicate it and live it out over the years so it becomes a part of who you are as a family.</li> <li>There are some basic, supercharged beliefs at the root of your being that gave you the direction, ambition, virtues, perseverance, values, and course-correcting capability that led to all else. These beliefs are the most important to pass on, as they do not just feed the family for a day, a year, a decade, or a century; rather, they will feed them for their lifetime and eternity.</li> </ul>	2017	
50.	<i>Living Life Smiling</i>	<ul style="list-style-type: none"> <li>There are six key areas that are critical to finding and living a life of happiness, and together they form the acronym SMILES:               <ul style="list-style-type: none"> <li>S = Significance: Doing what is most meaningful and what matters the most.</li> <li>M = Money: Enjoying cash flow, financial freedom, and being positioned to help others.</li> <li>I = Inspiration: Having positive emotions and a motivated state of mind.</li> <li>L = Lifestyle: Living a life that includes intentionally creating good habits and actions.</li> <li>E = Engagement: Being immersed in work and the people you love and enjoy.</li> <li>S = SUCCESS: Living with purpose and alignment, and ensuring others win!</li> </ul> </li> </ul>	2018	
51.	<i>Book of Books</i>	<ul style="list-style-type: none"> <li>Books can go where you can't go and stay longer than you can stay.</li> <li>This book is a testament to the impact that people and experiences have had on Tony's life. Those layers of impact have all come together to form and reinforce a recurring two-pronged theme:               <ol style="list-style-type: none"> <li>Change your thinking to be intentionally strategic about everything you do.</li> <li>Look for ways to consistently give more value than people expect.</li> </ol> </li> <li>If you do those two things, you could have results beyond your wildest dreams in every facet of your life.</li> </ul>	2018	
52.	<i>Aha</i>	<ul style="list-style-type: none"> <li>One of the most effective ways you can be impacted to get better results is by "aha" moments, or epiphanies.</li> <li>The right epiphanies can transform your life; they help you think and do things better, period.</li> <li>If you want the right results faster, intentionally put as many of these epiphanies to work as you can, in both your personal life and your professional life.</li> </ul>	2019	

#	Title	Biggest Takeaways	Pub Date	Cover
53.	<i>Strategic Time</i>	<ul style="list-style-type: none"> <li>Your results are in direct proportion to how you invest your time.</li> <li>You need to manage your energy as well as your time.</li> <li><i>Spending</i> your time is akin to wasting it. When you own your own time, you intentionally <i>invest</i> it.</li> <li>The HLAs that align with your values and support your personal and professional goals are where you should invest your time.</li> <li>Waiting (procrastination) and strategic acceleration are not compatible. If you do nothing, that's exactly what you'll get—nothing. If you do something, the possibilities are endless.</li> <li>Saying “No” is an overlooked secret in time management, and hence productivity and results.</li> <li>Ask yourself several times every day, <i>What's the best use of my time right now?</i></li> </ul>	2019	
54.	<i>Strategic Gifting</i>	<ul style="list-style-type: none"> <li>Radical generosity is a strategic weapon that will allow you to boost referrals, retention rates, access, and growth like few other strategies.</li> <li>If your clients and relationships are not actively advocating on your behalf—sending you referrals—then strategic gifting is something you should consider deploying as soon as possible.</li> <li>Gifting is the missing component between branding, marketing, and sales.</li> <li>Gifting is a delivery vehicle for love, appreciation, and gratitude.</li> <li>If you put anything about yourself on a gift, including a logo, it makes it a marketing tool, not a gift.</li> <li>When gifting, don't go cheap. Be smart, be strategic, be unique, be special, and be impactful.</li> </ul>	2019	
55.	<i>High Performing Teams</i>	<ul style="list-style-type: none"> <li>Organizations thrive when the culture is a <i>High Performing Team</i> (HPT).</li> <li>Forming an HPT expands leadership effectiveness and the bench strength of the overall team by filling in gaps in the team.</li> <li>When everything is aligned within a team, execution is streamlined and the right results happen.</li> <li>There's a difference between a group, a team, and a <i>High Performing Team</i>. The primary focus of an HPT is to be as effective as possible. To maintain that focus, HPTs must continually evaluate their progress to work toward quality processes, and they must ensure each team member maintains a high level of investment in the ultimate outcome and that they are individually motivated.</li> <li>The three basic elements of an HPT are accountability, communication, and trust.</li> </ul>	2019	
56.	<i>Strategic Preparation</i>	<ul style="list-style-type: none"> <li>Preparation pays! It is paramount in achieving meaningful results and supporting real success.</li> <li>Clarity of vision gives you the mental substance to persevere and overcome obstacles. If you're not clear about what you truly want, your belief in your effort will not be powerful or compelling enough to sustain your efforts.</li> <li>Your action plan should include your values-based strategy if you want to win big for the long haul.</li> <li>If you want to succeed at the highest level, it's crucial that you make goal setting one of your strategic habits—something you do habitually every week or every quarter of every year.</li> <li>In any situation, there is always someone who's the most prepared. Decide now that you're going to be that person, and make it part of your brand. A mindset that says, <i>I will always prep and be ready ahead of time</i> is simply a philosophy that sparks success.</li> </ul>	2019	
57.	<i>Customer Experience</i>	<ul style="list-style-type: none"> <li>Tony's mantra, “Give Value and do more than is expected,” is the cornerstone of exceptional customer service.</li> <li>Your brand proposition values and attributes are key to defining your ability to provide exceptional customer experience.</li> <li>Create a brand promise so compelling and effective that it makes your client regard you as a partner rather than a vendor.</li> <li>Whether or not your customers are actual members, treat them as such—special!</li> <li>Expressing gratitude gives you the opportunity to truly wow your customers and your employees.</li> </ul>	2020	

#	Title	Biggest Takeaways	Pub Date	Cover
58.	<i>Heroes</i>	<ul style="list-style-type: none"> <li>Heroes change your life, both good and bad, so choose strategically.</li> <li>Our heroes make us smarter. They improve our intelligence about the world and teach us lessons about the trajectory of our own lives. They can uncover <i>Blind Spots</i>, elevate us emotionally, model what's possible, build connections between people, and encourage us to transform ourselves for the better. They motivate us to be our best and model (become heroes) for others.</li> <li>Obviously, you can't choose your mom. What you can do, though, is choose to become a hero as a mom or dad by helping your kids win.</li> <li>What you label your kids can have an impact on who they become. Be very strategic and intentional about the embedded messages you send them through your nickname choices. Identify some exemplary traits in them and then label them accordingly so they will be motivated to live up to them.</li> <li>Be intentional about becoming a hero to others.</li> </ul>	2020	
59.	<i>Strategic Travel</i>	<ul style="list-style-type: none"> <li>Living "Black Card" means maintaining a certain mindset about luxury travel and experience. It isn't about arrogance or entitlement. It's about truly maximizing your travel experiences.</li> <li>Defining the perfect trip, destination, details, and experience are critical to executing an amazing trip.</li> <li>It's important to find a person who really wants to help you; read their tone and change to a new person if you notice that they lack a <i>want to serve</i> attitude.</li> <li>Leverage your support team (with written checklists) to ensure all your desired preferences are communicated when making reservations.</li> <li>Politely and conversationally asking can often produce special treatment; when it doesn't, nothing is lost by asking.</li> <li>Maintain a travel profile document that stores all your preferences.</li> <li>A concierge's committed attention to service and commitment to your personal satisfaction is a real win. Address them by name, be courteous, listen, and wait for cool things to happen. Reward your concierge's efforts with a smile, a polite greeting, a generous tip, and even a hand-written note.</li> </ul>	2021	
60.	<i>Strategic Simplicity</i>	<ul style="list-style-type: none"> <li>Often people bring too much complexity to their lives, and complexity can pull from their joy and happiness. It can drain the strength that enables them to be their best and impact others.</li> <li>When we fill up our calendars, our minds, our cabinets, our closets, and even our down time to the point of overflow, we don't have the space to live out the things that are most important. We become defined by what we do and what we have instead of who we are.</li> <li>Simple living can encompass things like saying no more often; being happy with less—less obligations, less clutter, less everything; being more flexible; reducing your possessions; increasing your self-sufficiency; and being more satisfied with what you have rather than what you want.</li> <li>When we simplify our lives, we live with that inner feeling of peace and contentment with what we have; we have more room for loving others; we have time to reflect on the satisfaction of simple human needs, and we can focus on our mental, spiritual, and physical health.</li> <li>MOLO (determining what you want/need to do more of and what you want/need to do less of) is a powerful activity that can show you where you're wasting your efforts, often in small ways, and complicating your life. It can also help you get clearer on where you should be investing your time to significantly move the results needle and simplify your life.</li> </ul>	2021	
61.	<i>Vibe</i>	<ul style="list-style-type: none"> <li>Vibe (energy) = results faster<sup>2</sup>.</li> <li>The <i>Vibe</i> (energy) of an individual or organization is the real differentiator in ensuring success. In fact, <i>Vibe</i> is what really separates the biggest successes from the rest.</li> <li>Ultimately, <i>Vibe</i> is what attracts opportunity and energizes people, and even whole cultures.</li> <li>The <i>Strategic Acceleration</i> methodology of clarity, focus, and execution drives success and achieves results faster, and <i>Vibe</i> is the magic ingredient that supercharges all three.</li> <li>People who are intentional about improving their <i>Vibe</i> think better; have better relationships; are better leaders because they're more caring, more efficient, and more organized; and they are healthier and happier.</li> </ul>	2021	

#	Title	Biggest Takeaways	Pub Date	Cover
62.	<i>Your Go-To Sales Advisor</i>	<ul style="list-style-type: none"> <li>To the sales person, success is adding value, giving back, and exceeding expectations, so you sell more.</li> <li>This book offers: <ul style="list-style-type: none"> <li><b>134 best practices/ideas/suggestions</b> submitted by 97 Sales Community Advisory Board members (some of the best in the industry)</li> <li><b>Sales IQ assessment</b></li> <li><b>Two handbooks</b> from Walter Brown (long-time EMC sales consultant) with rules/best practices and timeless words of wisdom—one focused on sales reps and another on sales managers</li> <li><b>Best practices</b> from the authors, Tony Jeary and Randy Seidl</li> <li>A summary of <b>current technology sales methodologies</b></li> <li>A VIP (<b>one-sentence summary</b>) of each of the best practices</li> </ul> </li> <li>The book is packed with value to help technology sales professionals reach a higher level of mastery in their vocation.</li> </ul>		
63.	<i>Mastering Virtual Selling</i>	<ul style="list-style-type: none"> <li>Virtual selling is not just a series of Zoom meetings! It's about working a deal remotely when you can't be there in person.</li> <li>Mastering virtual selling involves learning a set of insights, disciplines, processes, and technology solutions that equip you to successfully nurture prospects, share information, conduct demos, and host meetings without the benefit of face-to-face.</li> <li>Having a clear strategy to orchestrate all the moving parts in the buying process to achieve the outcome you want is what separates average salespeople from the masters of virtual selling.</li> <li>You will not succeed in virtual selling if you are not good at selling—period! Successful sellers think about selling as a service to the buyer, and they fuse the selling cycle with the buying cycle so they are two sides of the same coin.</li> <li>Orchestration starts with backstage planning before the “event” happens during the live frontstage meeting, it proceeds with “backstage” activities that support a strong finish to the event, and it continues by creating presence in your absence in between.</li> </ul>	2021	
64.	<i>Reflections on Results</i>	<ul style="list-style-type: none"> <li>This work is a reflection of my forty years of learning from my own implementation; from my constant, never-ending research; and from learning what really works from our unique clients and partners. It builds upon Napoleon Hill's thirteen principles in <i>Think and Grow Rich</i>, which was based solely upon solid research from the very best minds at the time; similarly, this one is based upon solid research from the very best minds of today (as well as from my rich experience working with them).</li> <li>Everyone wants results, because you can't have success without them. Seeking the best results is a giant part of the game of life.</li> <li>Change your thinking, change your results. You can't have extraordinary results without cultivating the habit of thinking.</li> <li>If you want great results, you have to read, study, and apply what you learn every day.</li> <li>Being <i>great</i> is akin to executing at the level of a B or perhaps a B-plus, whereas executing at the <i>mastery</i> level elevates you to an A-plus, and it's ever-growing. Do your very best to be at the mastery level.</li> </ul>	2021	