



The Performance Principle: A Practical Guide to Understanding Motivation in the Modern Workplace

Mackenzie Kyle

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The Performance Principle is written for any manager, supervisor, or business leader who feels there must be a better, more systematic way to motivate their team and achieve phenomenal results. It tells the fictional story of Will Campbell, the newly promoted executive in charge of the Hyler manufacturing facility. The company has fallen on hard times and Campbell is given a year to turn around Hyler's fortunes, a feat made all the more challenging because of the discontent among all of Hyler's employees, from management to sales to the unionized shop floor. Over the course of several tumultuous months, Campbell and his team learn the unique principles of performance management and the powerful results it can deliver.

Unique, lively and powerfully effective, *The Performance Principle* illustrates the fundamentals of performance management, providing a model that allows the reader to understand exactly what motivates people in the workplace, and how to align this with the organization's strategy.



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