

Contents

<i>Acknowledgments</i>	<i>ix</i>
PART I The 7 Simple Secrets	1
Introduction Our Chief Want	3
Chapter 1 Ignite Your Enthusiasm Light a Fire in Your Heart before Sparking One in Theirs	15
Chapter 2 Navigate the Way Deliver a Specific, Consistent, and Memorable Vision	35
Chapter 3 Sell the Benefit Put Your Listeners First	65
Chapter 4 Paint a Picture Tell Powerful, Memorable, and Actionable Stories	85
Chapter 5 Invite Participation Solicit Input, Overcome Objections, and Develop a Winning Strategy	113
Chapter 6 Reinforce an Optimistic Outlook Become a Beacon of Hope	132
Chapter 7 Encourage Their Potential Praise People, Invest in Them, and Unleash Their Potential	148

PART II	Living the 7 Simple Secrets	161
Introduction	Inspire Every Day, in Every Office and in Every Home	163
Chapter 8	HOO-YAH! Optimism Rules aboard the USS <i>Ronald Reagan</i>	166
Chapter 9	Fifteen Minutes to Five-Star Service	173
Chapter 10	How a Visit to the Lower Ninth Ward Inspired a Nation of Givers	178
Chapter 11	Wow 'Em Like Steve Jobs	184
Chapter 12	How an Ice Cream Shop Became the Hottest Franchise in Town	191
Chapter 13	A Mission Impossible Fit for Tom Cruise	198
Chapter 14	A Master Class in Motivation	204
Conclusion	Be a Spellbinder	211
<i>Notes</i>		213
<i>Index</i>		225
<i>About the Author</i>		229