### Index

**A**  
Adelson, Jay, 124–127  
Alexander, Whit, 21–22  
Analogies, 105  
Anaphora, 110  
Anthrax, Griffin Hospital and, 116–117  
Apple Inc., 38, 66–67, 82, 84, 184–190  
Apprentice, The, 61  
Argument, in Greek rhetorical structure, 90–91  
Art of the Start, The (Kawasaki), 75–76  
Atkinson, Cliff:  
  - on telling story with PowerPoint, 101–102  
  - Vorex trial and, 95–101  
Auditory learners, 78–79  
Awaken the Giant Within (Robbins), 142

**B**  
Baker, Harold, 79–80  
Balance, in storytelling, 110–111  
Ballmer, Steve, 47–48, 49  
Banks, Tyra, 15  
Beckwith, Harry, 84  
Bedingfield, Natasha, 212  
Benefits. See Sell the Benefit  
Bermudez, Obie, 18  
Beyond Bullet Points (Atkinson), 99–100  
BHAG (big, hairy, audacious goal), 53  
Big Idea with Donnie Deutsch, 45–46  
BlackBerry, turning off when listening, 129  
Blah, Chief of, 8  
Bono, 106  
Bosack, Len, 38–40  
Branon, Richard, 155  
Brin, Sergey, 38  
Brooks, Garth, 160  
Buckingham, Marcus, 35–36, 63–64, 133  
Built to Last, Successful Habits of Visionary Companies (Collins and Porras), 44, 53–54  
Burnett, Mark, 61–64, 136  
BusinessWeek, 51, 54  
Buzzwords, 65, 71–72

**C**  
Carlson, Richard, 151  
CEO, inspiration and, 6  
CES (computer electronics show), 80–84  
Charmel, Patrick, 115–119, 120  
CHIFF (Clever, High quality, Innovative, Friendly and Fun), 50  
Churchill, Winston S., 109, 128, 134–135  
Cisco Systems, 38–40, 74–75, 84  
Clark, Ron, 137, 191–195, 204–210  
Clinton, Bill, 113, 146  
Clinton, 79–80, 84  
Coach, inspiration and, 6  
Cold Stone Creamery, 40, 142–143, 191–197  
Collins, Jim, 44, 46, 53–54  
Communication:  
  - about technology, 68–74  
  - Griffin and, 118–119  
  - Peluso and, 56  
  - three types of communicators, 8–9  
Concerns, listening to, 130–131  
Conference Board survey, 10  
Confidence. See Reinforce an Optimistic Outlook  
Conger, Jay, 12  
Cooper, Simon, 103, 119–124, 136  
Core values, 44–46  
Covey, Stephen R., 33  
Cranium, 18–26, 50  
Criticism Sandwich, 153–154  
Croke, Pat, 127  
Culture, creating and celebrating, 24  
Cuomo, Mario, 106  
Customers, as sales force, 25

**D**  
David, Laurie, 87  
Deutsch, Donnie, 33, 45  
Digg.com, 124–127  
Dilbert cartoons, 37, 114, 126  
Disney Teacher of the Year award, 157, 204–205  
Don’t Sweat the Small Stuff (Carlson), 151  
Dormant forces, unleashing, 44  
Double-Goal coaching, 153–155  
Dreams, framing mental pictures as, 59–60  
Druckrey, Jim, 81  
Dual core processors, selling benefits of, 68–74  
Duarte Design, 92–94  
Dubner, Stephen J., 152  
Ducey, Doug, 39, 40, 142–143, 191–197
Index

E
Earthbound Farm, 85–86
Ekman, Paul, 140
Emerson, Ralph Waldo, 130
Encourage People to Reach Their Potential, 13, 149–160, 163
Clark and teaching, 157–158, 209–210
Ducey and Cold Stone Creamery, 196–197
Jobs and Apple, 190
Labrenz and U.S. Navy, 172
Mastrov and 24 Hour Fitness, 155–157
McCaulley and Gymboree, 202–203
Rhodes and The Ritz-Carlton hotels, 176–177
Thompson and Positive Coaching Alliance, 152–155
Entergy, 40–43
Enthusiasm. See Ignite Your Enthusiasm
Entrepreneur, inspiration and, 6
Ernst, Carol and Robert, 94–103
Essential 55, The (Clark), 157, 205, 209, 210
Example, leading by, 25
Examples, using real-world, 72
Eye contact, importance of, 129, 140
F
Fast Company, 36–37
Finale, in Greek rhetorical structure, 92
Flash memory, selling benefits of, 77–78
Fleischer, Peter, 178–183
Focus, on customer. See Sell the Benefit
Food to Live By, (Goodman), 85
Ford, Henry, 58
Fortune magazine, 53
Freudonomics (Duhner and Levitt), 152
G
Gallup organization, 35
Gardner, Harold, 104
General Electric, 30–31
Golf Digest, 141
Goodman, Myra and Drew, 85–86
Google, 16–18, 25–26, 34, 38, 125–126, 138
Gore, Al, 87–94, 106
Grand Poo Bah. See Tait, Richard
Greek rhetorical structure, 88–92
argument, 90–91
finale, 92
introduction, 88–89
narrative, 89–90
refutation, 94
Griffin Hospital, 114–119
Gymboree, 198–203
H
Harari, Eli, 77–78
Harvard Business School study, 31–32
Harvard Management Communication Letter, 88
Hawkins, Knita, 26–29, 34
Hope: How Triumphant Leaders Create the Future (Razeghi), 7
How Customers Think (Zaltman), 107
How I Play Golf (Woods), 140
HR Magazine, 124
Hudson (staffing firm), 124
Human network, Cisco Systems and, 74–75
Humility, listening and, 150
Hyundai Motors Manufacturing, 26–29
I
IBM survey, 51
Ignite Your Enthusiasm, 13, 15–34, 163
Clark and teaching, 206
Ducey and Cold Stone Creamery, 197
Fleischer and Louisiana Recovery Authority, 179–180
Hawkins and Hyundai, 26–29, 34
Jobs and Apple, 185
Kroc and McDonald’s, 33
Labrenz and U.S. Navy, 167–168
likability and, 31–32
Mayer and Google, 16–18, 25–26, 34
McCaulley and Gymboree, 199
Rhodes and The Ritz-Carlton hotels, 174–175
Tait and Cranium, 18–26, 34
Welch and General Electric, 30–31
Inmelt, Jeffrey, 36–37
Inconvenient Truth, An (film), 87–94, 106
Inspiration, as chief want, 3–14
Inspiration Officer, 9
INSPIRE, 13, 163
Intel and dual core processors, 68–74
Interruptions, avoiding, 128
Introduction, in Greek rhetorical structure, 88–89
Invite Participation, 13, 113–131, 163
Adelson and Digg.com, 124–127
Clark and teaching, 208
Cooper and The Ritz-Carlton, 119–124
Fleischer and Louisiana Recovery Authority, 180–181
Griffin Hospital and, 114–119
Labrenz and U.S. Navy, 170–171
listening skills and, 127–131
McCaulley and Gymboree, 201–202
Rhodes and The Ritz-Carlton hotels, 176
iPhon, 184–190
iPod, 82
Irwin, Steve, 33
J
Jackson, Phil, 153
Job satisfaction, lack of, 7–8, 10–11
Jobs, Steve, 11, 67, 82, 159, 184–190
Jordan, Michael, 154–155
Jump In! (Burnett), 62, 136
K
Kawasaki, Guy, 75–76
Kennedy, John F., 58, 110
Kinesthetic listeners, 79–80
Index

A
Analogies, 105
Anaphora, 110
Balance, 110–111
Metaphors, 106–108
Similes, 105–106
Triads, 109

B
Balance, 110–111
Branding, 3–4, 11

C
Clark and teaching, 207–208
Cooper and The Ritz-Carlton, 103–105
Ducey and Cold Stone Creamery, 192–193
Ernsts and Merck, 94–103
Fleischer and Louisiana Recovery Authority, 181–183
Goodmans and Earthbound Farm, 85–86
Gore and An Inconvenient Truth, 87–94
Greek rhetorical structure and, 88–92
Jobs and Apple, 186
Kopp and Teach for America, 51–53
Leonard and Entergy, 40–43
McCue and Tellme Networks, 46–49
McCue and Tellme Networks, 46–49
Mayer and Apple, 186
McCauley and Gymboree, 199–200
Merchant and teaching, 207–208
Mentor, inspiration and, 6
Merchant, inspiration and, 6
Merck, 94–103
Metaphors, 106–108
Microsoft, 47–49
Mission, having clear sense of, 24
Mission statement, versus vision, 37
Mom Test, 67–68
Mortiz, Michael, 63
Mukalhy, Anne, 44

N
Napkin test, 21
Napoleon, 154
Navigate the Way, 13, 35–64, 163
Napoleon, 154
Navigate the Way, 13, 35–64, 163
Burnett and Survivor, 61–64
Clark and teaching, 206

O
Obama, Barack, 60
One-liners, 38–40
One Thing You Need to Know, The (Buckingham), 35–36, 133
Options, asking for employees’, 131

P
Paint a Picture, 13, 85–112, 163
Clark and teaching, 207–208
Cooper and The Ritz-Carlton, 103–105
Ducey and Cold Stone Creamery, 192–193
Ernsts and Merck, 94–103
Fleischer and Louisiana Recovery Authority, 181–183
Goodmans and Earthbound Farm, 85–86
Gore and An Inconvenient Truth, 87–94
Greek rhetorical structure and, 88–92
Jobs and Apple, 187–189
Kopp and Kodak, 50–51, 54
Labsen and The Ritz-Carlton hotels, 175
Schultz and Starbucks, 44
New London Day, 117
New Orleans, 40–43, 178–183
Nicklaus, Jack, 141
Noice, Robert, 138

R
Reinforce an Optimistic Outlook

S
Schultz and Starbucks, 44
Pour Your Heart into It (Schultz), 45
Positive Coaching Alliance, 152–153
Positive thinking. See Reinforce an Optimistic Outlook

T
Tips for turning presentations into stories, 92–94

W
Wendy, 51–53
Wendy, 51–53

Index

Powell, Colin, 137, 146–147
PowerPoint presentations, 87
Greek rhetorical structure and, 88–92
tips for telling story with, 101–102
Praise. See Encourage People to Reach Their Potential
Presentations. See Paint a Picture
Problem, setting up before solution, 71

R
Razeghi, Andrew, 7
Reagan, Ronald, 58, 145–146
Refutation, in Greek rhetorical structure, 94
Reinforce an Optimistic Outlook, 13, 132–148, 163
benefits of, 132–133, 145–148
Clark and teaching, 208–209
five steps to optimism, 137–145
Jobs and Apple, 189
Labrenz and U.S. Navy, 171–172
McCandley and Gymboree, 202
Peluso and Site59, 133–136
tips for starting the day, 144
Rhetoric, 9. See also Paint a Picture
Rhodes, Jason, 173–177
Rich Dad, Poor Dad (Kiyosaki), 212
Ritz-Carlton Hotel Company The, 103–105, 119–124,
152, 173–177
Robbins, Tony, 142
Rodriguez, Harold, 103–104
Rotella, Bob, 141
Rowland, John, 117
Rules, changing, 25
Russet, Tim, 80

S
Salesperson, inspiration and, 6
SanDisk, 77–78
Sandys, Celia, 134–135
Schultz, Howard, 22, 45, 142
Schwarzenegger, Arnold, 60, 139
Scott, Steven K., 57
Sculley, John, 186
Seagate, 81
Sell the Benefit, 13, 65–84, 163
to auditory learners, 78–79
Cisco Systems and human network, 74–75
Clark and teaching, 207
computer electronics and, 80–84
Ducey and Cold Stone Creamery, 194–195
Fleischer and Louisiana Recovery Authority, 181
Intel and dual core processors, 68–74
Jobs and Apple, 186–187
to kinesthetic learners, 79–80
Labrenz and U.S. Navy, 169
Mac versus PC and, 66–67
McCandley and Gymboree, 200–201
Rhodes and The Ritz-Carlton hotels, 175–176
to visual learners, 76–78

Sequioa Capital, 38
Similes, 105–106
Simplicity, and communication, 71–72
Site59, 133–136
Solomon, 57
Sorensen, Ted, 110
Starbucks, 22, 45, 84
Storytelling. See Paint a Picture
Survivor, 61–63

T
Tait, Karen, 20
Tait, Richard, 19–26, 34, 50, 136
Teach for America, 51–53
Teaching, 6, 51–53, 207–210
10 Simple Secrets of the World’s Greatest Business
Communicators (Gallo), 78–79
Thompson, Jim, 152–155
Travelocity, 54–57, 134
Triads, 109
Trump, Donald, 31, 62, 142, 212
24 Hour Fitness, 155–157

USA Today survey, 132
USS Ronald Reagan, 166–172

V
Villaraigosa, Antonio, 59–60
Vioxx trial, 94–103
Vision. See Navigate the Way
Visual learners, 76–78
Vygotsky, Lev, 141

W
Watson, John, Sr., 18
Watson Wyatt Worldwide study, 11–12
Welch, Jack, 30–31, 36
We Shall Not Fail (Sandys), 134–135
Wilson, Joe, 44
Winfrey, Oprah, 141, 147–148
Woods, Tiger, 140–141
"Wow" stories, 103–105
Wright, Frank Lloyd, 111–112

X
Xerox, 44

Y
You, Inc. (Beckwith), 84
Younger employees:
encouragement and, 157
participation and, 124–127

Z
Zaltman, Gerald, 107
Zone of Proximal Development, 141