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The Effective Manager

Mark Horstman

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The Effective Manager

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The Effective Manager Mark Horstman
The how-to guide for exceptional management from the bottom up

The Effective Manager is a hands-on practical guide to great management at every level. Written by the man behind Manager Tools, the world's number-one business podcast, this book distills the author's 25 years of management training expertise into clear, actionable steps to start taking today. First, you'll identify what "effective management" actually looks like: can you get the job done at a high level? Do you attract *and retain* top talent without burning them out? Then you'll dig into the four critical behaviors that make a manager great, and learn how to adjust your own behavior to be the leader your team needs. You'll learn the four major tools that should be a part of every manager's repertoire, how to use them, and even how to introduce them to the team in a productive, non-disruptive way.

Most management books are written for CEOs and geared toward improving corporate management, but this book is expressly aimed at managers of *any* level—with a behavioral framework designed to be tailored to your team's specific needs.

- Understand your team's strengths, weaknesses, and goals in a meaningful way
- Stop limiting feedback to when something goes wrong
- Motivate your people to continuous improvement
- Spread the work around and let people stretch their skills

Effective managers are good at the job *and* "good at people." The key is combining those skills to foster your team's development, get better and better results, and maintain a culture of positive productivity. *The Effective Manager* shows you how to turn good into great with clear, actionable, expert guidance.

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