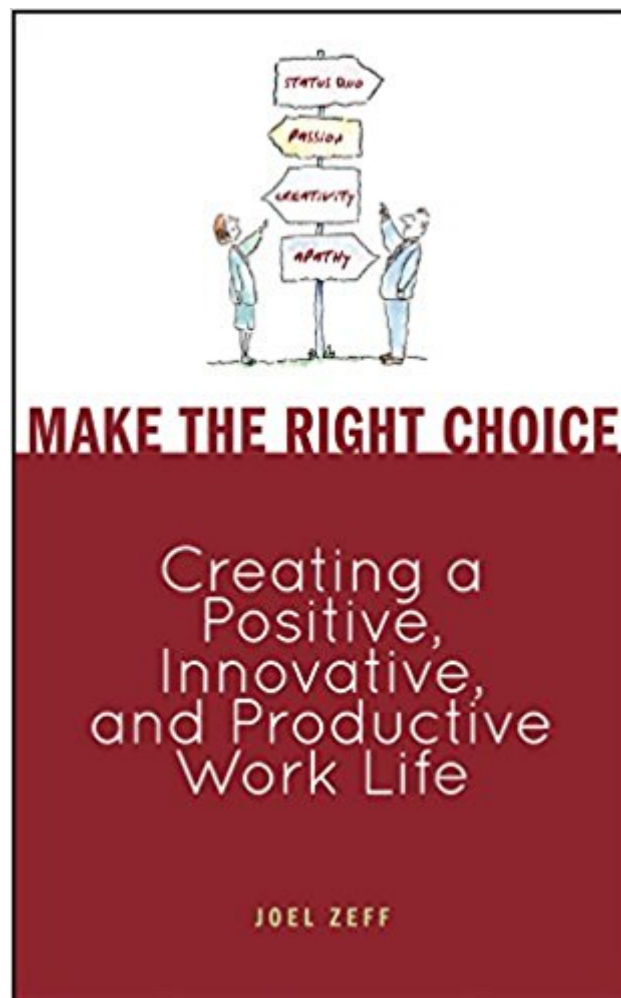




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Make The Right Choice: Creating A Positive, Innovative And Productive Work Life



Synopsis

Praise for Make The Right Choice "Enjoying what you do is a must if one is to be truly successful in life. This book details with humor and ingenuity the essential elements of building an enjoyable and productive career." -Nido Qubein, President High Point University and Chairman, Great Harvest Bread Co. "Make the Right Choice is a combination of fun, passion, and happiness-a group of honest suggestions that all will find interesting and valuable. In his book and presentations, Zeff provides 'ta-da!' moments that bring smiles and laughter to all. By choosing Make the Right Choice you will reinvigorate your style and work teams." -Michael Perry, President Sonic Restaurants Inc. "Zeff is the first person we call when we need a presenter that will motivate and energize a meeting while delivering significant business-minded messages. He always comes up with the most creative and fun ideas to bond everyone in the room. In Make the Right Choice, he uses that same fun and creativity to give us valuable lessons which apply to our professional and personal lives." -Kimberly Cutchall, Executive Vice President Clear Channel Radio "Zeff is one of the funniest people I know. In this refreshing book, he reminds us of the importance of making the right choice in both business and in life." -Vince Poscente, author The Age of Speed "It's fun, it's smart, and it's honest. Zeff gives us a peek at who we really are, and what we can accomplish with a little creativity." -Neil B. Riemer, President Armstrong McCall Professional Beauty Supply

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Customer Reviews

Joel Zeff creates energy. His spontaneous humor and insightful messages have thrilled audiences

for years. A national speaker and humorist, he has presented to more than 1,000 companies and organizations. He connects to his audience with humor that has them laughing so uncontrollably that their mascara runs, their cheeks hurt, and their bellies ache. And he doesn't do it alone. Volunteers from the audience join him on stage and play an integral role in an improvisation game in front of hundreds or thousands of people—something they have never done. He expects nothing less than their success. He expects the volunteers to focus and work together as a team; communicate effectively; positively support each other; and take responsibility. In *Make the Right Choice*, Joel shares his experience and insight on creativity, communication, teamwork, passion, and fun. With wit, a sharp observational eye, and playful irreverence, he discusses the choices we all encounter in our careers. We each have the ability to take initiative and make the right choice to live a more creative, passionate, effective, and productive life. How do you Make the Right Choice? You must take ownership of your work environment and create a foundation of opportunity and positive support. You can choose to be patient, supportive, and more flexible to change. You can choose to have fun in the workplace and still be productive. Joel teaches us just how easy it is to make these choices. Joel makes readers laugh so hard that they forget about the corporate nonsense of conference calls, "strategic deliverables," PowerPoint presentations with upside-down triangles, or "paradigm shifts in a cross-functional organization." *Make the Right Choice* is conversational, funny, and very informative. Yes, Joel will make you laugh, but he'll also make you think. This book delivers a combination of inspiration, essential business knowledge, and significant ideas to help readers reconnect with their own passion, creativity, and success. Now, you are invited to Make the Right Choice.

Praise for *Make The Right Choice* "Enjoying what you do is a must if one is to be truly successful in life. This book details with humor and ingenuity the essential elements of building an enjoyable and productive career." —Nido Qubein, President High Point University and Chairman, Great Harvest Bread Co. "Make the Right Choice is a combination of fun, passion, and happiness—a group of honest suggestions that all will find interesting and valuable. In his book and presentations, Zeff provides 'ta-da!' moments that bring smiles and laughter to all. By choosing *Make the Right Choice* you will reinvigorate your style and work teams." —Michael Perry, President Sonic Restaurants Inc. "Zeff is the first person we call when we need a presenter that will motivate and energize a meeting while delivering significant business-minded messages. He always comes up with the most creative and fun ideas to bond everyone in the room. In *Make the Right Choice*, he uses that same fun and creativity to give us valuable lessons which apply to our professional and

personal lives." —Kimberly Cutchall, Executive Vice President Clear Channel Radio "Zeff is one of the funniest people I know. In this refreshing book, he reminds us of the importance of making the right choice in both business and in life." —Vince Poscente, author The Age of Speed "It's fun, it's smart, and it's honest. Zeff gives us a peek at who we really are, and what we can accomplish with a little creativity." —Neil B. Riemer, President Armstrong McCall Professional Beauty Supply

If you have seen any of my other reviews you'll notice that I read more than 100 business books a year and have since 1989 --- and Joel's "Make the Right Choice" has just made my top recommended book list. The other reviewers have given you a lot of detail and specifics on the book -- I will simply give you this advice -- order it now! This is a super book -- I read it on a plane flight and the guy next to me must have thought I had a problem -- I was laughing and giggling and squirming in my seat --- while underlining page after page of great ideas. I have already told several of my clients that they have to give this book to all of their employees -- it is fun, entertaining, very humorous --- and yet poignant with a number truly valuable insights. You just do not find that combination very often. This is also the perfect book for business people that do not like to read business books. You'll get superb ideas -- and possibly spit milk through your nose laughing at the very same time! In all seriousness -- this is a great book and definitely worth the read -- would make an awesome gift -- I highly recommend it. John Spence

I had the pleasure of seeing Joel at a conference recently and was amazed at how energetic and motivating Joel is. You can't help but feel better after hearing him speak. He shares life experiences, engages you to participate in exercises that take you out of your comfort zone but when they are executed and done you realize that you enjoyed it and learned from the experience. The book encapsulates that way of thinking, acting, being. When you're done you'll feel better about everything and stand up shouting, "TaDa!"

Joel's book is refreshing in that with each short chapter he a) makes at least a couple tangible, practical points and b) makes you chuckle. Doing so much with so few pages is itself a rare, wonderful accomplishment. Joel has a sharp eye for behavior and I think that if more humorists through the ages had taken the time to write business books they would feel a lot like "Make the Right Choice." I own a small business and have not only absorbed several principles from the book, but I have already quoted it to a few friends and colleagues (with full attribution, of course).

Make the Right Choice would be a useful tool for anyone who has a stressful work atmosphere.

You really need to see Joel live to appreciate everything in this book. He has you in stitches the entire time!

I really hoped for some ideas and instructions on how to create a positive, innovative and productive work life for my department. Isn't it what this book is called? Instead, I found an extensive "advertisement" for the author who praises himself in a pretty funny way for doing a great job (if you invite him to conduct or join a seminar). The messages in the book are good (yes, let's all do improvisations and games and make it fun) but it is all very high level. There were just 2 or 3 practical activities. That's all! I didn't want to learn about how great the author is! I wanted some hands on activities!!! Waste of money and time.

If I understand Joel Zeff's core assertion in this book (and I may not), it is that a person must make her or his own career and personal choices, then assume full responsibility for the consequences. That is hardly a head-snapping revelation. The substantial value of this book will be derived elsewhere. Specifically, from what Zeff has to say about the importance of having positive support and appropriate opportunities throughout life, and, the importance also of helping others to obtain them. He reviews a number of workshop exercises that he conducts to help participants overcome whatever hesitation they may feel so that they can think more innovatively. (Any one of these exercises is well worth more than the cost of the book.) He also includes a number of specific suggestions such as How to increase the positive support in one's workplace (Pages 6-7) Why most conference calls are ineffective (Pages 55-56) How to conduct a productive brainstorming session (Pages 88-90) How to create an environment in which members of an audience feel comfortable enough to take risks (Pages 109-112) How "little things" allow us to work and communicate more effectively, productively, and successfully (Pages 128-132) How to use recognition to acknowledge outstanding performance (Pages 141-142) How to prepare the "stage" for a formal presentation (Pages 152-153) I also appreciate Zeff's inclusion of a "Quick Ideas" section at the conclusion of most chapters in which he reviews key points, suggests action steps, and provides "positive support" to those who implement his ideas. Zeff's wit is a significant value-added-benefit. At one point, he quotes Dwight D. Eisenhower: "A sense of humor is part of the art of leadership, of getting along with people, of getting things done." However, as someone who has worn black mock

turtleneck sweaters for more than 35 years, I challenge his assertion that those who wear them "only learn from other black turtle necks." The fact is, I have learned a great deal from Zeff (who presumably would not be caught dead in one) while being amused by the playful tone of many of his remarks. At one point, when discussing a typical conference call, he notes that one participant "does not speak during the call. She offers nothing. She is mute - too busy checking e-mail on her BlackBerry. The conference call ends. At the end of the call, someone says, 'When do you want to schedule another call?' I grab a butter knife."As indicated earlier, throughout the book, Zeff urges his reader to make her or his own career and personal decisions and then assume responsibility for the consequences. With all due respect to this book's entertainment value, there is a serious purpose to the material he provides: To help individuals to develop skills by which to think and act more creatively so that their lives are happier as well as more productive. He also explains how a workplace can support, indeed nourish that process of development. My guess is that it is far easier for an individual to change than it is for an individual (or group of individuals) to change a culture, especially one whose core values are determined by what James O'Toole so aptly characterizes as "the ideology of comfort and the tyranny of custom."I think this is a brilliant book but what do I know? I still wear a black mock turtleneck sweater.

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