



The 8 Motivational Challenges: A Short Guide to Lighting a Fire Under Anyone--Including Yourself (A Penguin Special from Hudson Street Press)

Heidi Grant Halvorson Ph.D.

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From the author of *Succeed* and *Focus*, a quick and easy guide to motivating anyone – including yourself.

There is no one-size-fits-all way to get people motivated. Anyone who tells you that you should do X to get the most out of your employees, your students, or even yourself, isn't telling you that – at best – X only works for some of the people, some of the time. In this short guide Heidi Grant Halvorson identifies the eight different types of underperformers and draws on research from her books *Succeed* and *Focus* to offer tailored strategies for lighting a fire under each one.

Underperformers range from the truly achievement challenged to those who are actually performing at a high level but could perform even better if someone knew the right way to motivate them. Halvorson explains how we can understand each profile in terms of the mindset and motivational focus they bring to their work, in addition to the confidence with which they approach it. For each profile, each she lays out specific, evidence-based strategies for increasing effectiveness and engagement. Succinct and focused, this prescriptive guide will appeal to readers of *What Successful People Do Before Breakfast* and *9 Things Successful People Do Differently*.

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