



# Follow This Path: How the World's Greatest Organizations Drive Growth by Unleashing Human Potential

*Curt Coffman, Gabriel Gonzalez-Molina*

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When it comes to getting ahead in business, The Gallup Organization has led the way with two landmark books: the New York Times and Wall Street Journal bestsellers *First, Break All the Rules* and *Now, Discover Your Strengths*. In its latest guide the world's hottest management consulting firm reveals your company's most valuable asset-and, with groundbreaking new findings and methods, shows you how developing that asset can lead to a quantum leap in cost efficiencies and profits. What do the world's greatest organizations have in common? They know that their most valuable resource is human-their employees and customers. And the best companies understand two important facts: people are emotional first and rational second, and because of that, employees and customers must be emotionally engaged in order for the organization to reach its full potential. Gallup research not only bears that out, but has uncovered the secrets of creating and managing an "emotional economy" that will provide boom possibilities for your company. Follow this Path shows you how the traditional ways to engage people no longer apply in today's world. Instead, it offers a system it calls The Gallup Path, based on the proven, revolutionary strategies of the most successful businesses. You'll learn the prerequisites of an effective workplace, forge unbreakable bonds between employees and customers with the book's 34 Routes to Superior Performance, know the three crucial links that drive productivity and growth, discover the best employee and customer motivators, and much more. Ignore the emotional economy-and miss out on financial performance. Helping you build relationships one customer and one employee at a time, this important book offers a unique new path for your organization to follow. All you have to do is value and develop human relationships all around you to transform your business-starting today.

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