

*For Immediate Release*

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**WINNING WELL  
A Manager's Guide To  
Getting Results – Without Losing Your Soul**

By Karin Hurt and David Dye  
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Contact: Lori Ames  
631-539-4558  
[lori@theprefreelancer.com](mailto:lori@theprefreelancer.com)

*"Winning Well challenges the common win-at-all-costs mentality, offering specific tools and techniques for managers to achieve lasting results while remaining a decent person. This is a practical resource for inspiring teams and developing leaders."*

*-- Adam Grant, Wharton professor and New York Times bestselling author of GIVE AND TAKE and ORIGINALS*

*"Whereas most business books only focus on financial management, the authors, Dye and Hurt, keep the main thing, the main thing. Namely, the importance of humanity in leading a company. Pointing out that it multiplies the joy of running a business and is not only the right thing to do from a personal stand point but also the right way to get bottom line results. It is an uplifting read."*

*-- Hap Klopp, Author of Almost and Founder of The North Face*

*"David and Karin tackle today's difficult challenges with pragmatic, helpful solutions. They understand the struggles of leading people and managing tasks in high-pressure situations, and they offer ways to genuinely help both employees and customers. Written with empathy and experiences, this book is a fabulous tool for managers who want to be great leaders."*

*-- Mary C. Kelly, PhD, U.S. Navy (Ret), Author, 15 Ways to Grow Your Business in Every Economy*

**LASTING LEADERSHIP SUCCESS  
Blending The Bottom Line With The Human Spirit**

Building and managing an effective team is much more difficult than succeeding on an individual level. As managers, it's necessary to create an environment where teamwork, individual initiative, and creativity are encouraged. Without a clear roadmap of how to accomplish this, managers may soon find the ambitions of themselves and their teams frustrated.

In **WINNING WELL: A Manager's Guide To Getting Results – Without Losing Your Soul**, leadership training experts Karin Hurt and David Dye provide such a roadmap, giving current and aspiring managers the tools needed to achieve consistent excellence. The authors encourage managers to extend their time horizon beyond the next monthly or quarterly earnings report, and to think about how to build teams that create long-lasting value, whose members reinforce one another, and that are inter-dependent. "Where other manager types tend to focus on short-term goals, managers who win well have a longer time horizon," say Hurt and Dye. "They build teams that will produce results today as well as next year. Winning well means sustaining excellence over time."

From keeping people focused, leading meetings, and holding people accountable, to ensuring loyalty, inspiring productivity, and even terminating employees with grace and dignity, **WINNING WELL** provides the tools and techniques to help managers and their teams achieve results, stay focused, and prevent projects from falling through the cracks.

To sustain excellence and results over time, it's necessary to work from the employees' perspective and focus on what they need most: to be seen, trusted, supported, connected, included, challenged, and recognized – and to have some fun along the way. **WINNING WELL** teaches the skills managers need to connect with, invest in, and collaborate with their people, including:

- The Secret to Releasing People's Energy
- Building a Culture That Nurtures Problem Solving
- Energizing the Team and Ensuring They Own the Results
- Setting Clear Expectations
- Sustaining the Team's Energy and Momentum

The case studies and best practices in **WINNING WELL**, illustrating challenges that confront almost every manager, come from the authors' experience working with thousands of managers across the private, public, and nonprofit sectors who have something in common: They must motivate their people to achieve results that often feel impossible. "Winning well doesn't mean you'll be a pushover," say Hurt and Dye. "It means you'll be a manager known for getting results, whom people respect, and whom people want to work with. You can win – and you can win without losing your soul."

Hurt and Dye tackle today's difficult challenges with pragmatic, helpful solutions, and Winning Well Action Plans at the end of each chapter. They understand the struggles of leading people and managing tasks in high-pressure situations and in the age of constant data, and offer ways to genuinely help both employees and customers, including reinforcing behaviors that produce results, correcting poor performance without drama, and being the leader people want to work for. Written with empathy and experience, **WINNING WELL** is essential reading for managers who want to be great leaders.

**WINNING WELL** provides managers, business leaders, organizational experts, and anyone who desires to have a more meaningful and productive work experience with insights into unlocking the greatest asset, the human spirit.

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#### **About the Authors**

**Karin Hurt** is a keynote speaker, top leadership consultant, and CEO of Let's Grow Leaders. A former Verizon Wireless executive, she has over two decades of experience in sales, customer service, and Human Resources. She has been named to Inc.'s list of 100 Great Leadership Speakers, AMA's 50 Leaders to Watch in 2015, and a Top Thought Leader in Trust by Trust Across America.

**David Dye**, founder and president of Trailblaze, Inc., a Denver-based leadership development business, is an internationally recognized professional speaker, trainer, and facilitator. He works with leaders, managers, and supervisors to increase their influence, solve common leadership frustrations, and improve their productivity through people-centered leadership.

For more information visit [WinningWellBook.com](http://WinningWellBook.com).