

TABLE OF CONTENTS

Preface	6
Chapter 1: The Three Inducing Factors	8
Chapter 2: The Flower Model of Excellence	23
Chapter 3: Diagnosis before Prescription	45
Chapter 4: TAMER Tool of Attitude Change	70
Chapter 5: Create Compelling Experiences	92
Chapter 6: Share Launchpad Stories	109
Chapter 7: Give Choices	127
Chapter 8: Involve Employees	145
Chapter 9: Utilize Social Influence	180
Chapter 10: Highlight Purpose	201
Chapter 11: Recognize Contribution	219
Chapter 12: Pulling Everything Together	249