



Cultivate: The Power of Winning Relationships

Morag Barrett

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In this informative and accessible book, Morag Barrett shares exceptional knowledge on why a business plan and the newest product mean nothing if you don't have your people aligned to execute the plan. Leaders rarely fail because of lack of technical ability, but do so because they don't cultivate effective working relationships. The people skills, the so-called "soft skills," are what get the "hard goods" delivered. Employees may join organizations because of the brand or the benefits, but they invariably choose to leave because of poor relationships. With pragmatic models and examples, Barrett shows us the four relationship behaviors and their dynamics that are at work in companies--and in life. High-level, smart information abounds in *Cultivate*, but so, too, does Barrett's generous outlook and philosophy. You will learn to identify Allies, Supporters, Rivals, and Adversaries, and how to turn Adversaries into Supporters and Supporters into Allies. "Reflect on your talents and strengths. Be proud of them. When you are having a bad day (and we all do), this is the time to return to these anchors, to remind ourselves that moments of weakness, moments of missed expectations, are just that--moments. Be an Ally to yourself." The relationship lessons you'll learn in *Cultivate* will stay with you long after you've finished the book.

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