

# “I SPENT 25 YEARS AS A BUSINESS FAILURE!”

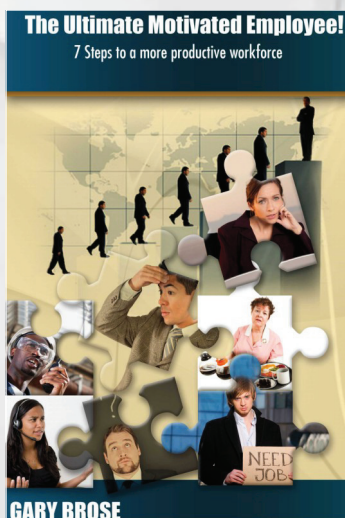


Yes, I spent my first 25 years in real world trial and error misery as I desperately searched for the keys to motivation. I treated my companies like my own private petri dish as I experimented with all sorts of different bonus programs and motivational techniques. I wanted my employees to be inspired, engaged, motivated and empowered to solve customer problems and care as much as I do. One failure after another just reinforced my resolve and convinced me to keep trying. Somehow, sandwiched in between all those failed attempts, I found ways to create bonus programs that truly incentivized workers and other key motivational techniques that can work for every business manager. I have written two books on the subjects and now share what I have learned so that others can avoid decades of trial and error misfortune!

## THE ULTIMATE MOTIVATED EMPLOYEE

By Gary Brose

In *The Ultimate Motivated Employee*, I discuss the seven keys to a more productive workforce. In today's economy, it is more important than ever to build a high quality team and get the most that everyone has to give. Written for business owners, managers and aspiring entrepreneurs, this book analyzes the best techniques and tells story after story of how everyday managers discovered the secrets of motivating their workers to do the right thing at the right time.



### MEDIA EXPERIENCE

- The Dr. Pat Radio Show (10 segments)
- Many local business talk shows
- Numerous national radio shows including Dresser at Night and the Tony Wilkins show
- Printed in Seattle Business Magazine, Marketing News, HavaMag and many other publications.

## STORY IDEAS

- 1: I was a horrible failure for 25 years: What you can learn from my mistakes.
- 2: Motivation by gender: Why motivating women is far different than motivating men!
- 3: The ONE common training mistake that can cost your business thousands.
- 4: Why big corporate profit sharing is an employee ripoff.
- 5: How paying your employees more can actually make you richer.
- 6: The upside of failure: More funny stories to tell!
- 7: Change your business fortunes with 3 easy steps you can begin today.
- 8: Workplace motivation techniques you can use as a parent.
- 9: How motivational techniques can improve workplace health.
- 10: Re-energize your workforce in 7 steps