



What People Are Saying

"This book moves beyond job titles and descriptions, and helps people see that they are a blend of unique talents, strengths and abilities. In this changing world of getting things done, they have created actionable steps to guide managers in having conversations that will help people feel motivated and challenged. Highly readable and easy to implement!"

**Susan and William Bridges, author of
*Managing Transitions: Making the Most of Change***

"Every manager will find this short book to be long on practical ways to make career development happen."

**Jack Zenger, CEO of Zenger Folkman, and co-author of the bestselling
*The Extraordinary Leader and The Extraordinary Coach***

"It is impossible for us to grow in isolation. Development only happens through a meaningful interaction with another person. This book does a wonderful job helping us see how we all can 'spark thinking, encourage connections and promote discovery.'"

Curt Coffman, Co-Author, *First Break all the Rules* (with Marcus Buckingham) and *Culture Eats Strategy for Lunch* (with Kathie Sorensen)

"Help Them Grow or Watch Them Grow leads me to ask one question. Is Bev Kaye reading my email? Because I've gotten over 50,000 emails covering all the topics she covers in this book. If your job is unfulfilling, buy this book. Because it will show you how to thrive, not merely survive at work."

**Bob Rosner, author of the Wall Street Journal bestseller,
The Boss's Survival Guide and founder of Workplace911.org**

"At last, a hands-on book that's smart, practical, and honest. Everyone knows that people make all the difference; this book will teach you how to make a difference with your people."

Alan M. Webber, co-founder, Fast Company magazine and author, *Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self*

"One of the most important responsibilities of a leader is to grow future leaders. The authors do a great job making the job of development something that is not terribly time consuming. In fact they spell out ways to make the career conversation something that can happen during one's everyday work life. In today's time starved environment, this is critical."

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Help Them Grow or Watch Them Go

Gabriella Giglio, EVP Global Human Resources, American Express

"Improving the skills of our workforce is one of the country's most important economic challenges. It has to start with employers, and "Grow 'Em" tells you how to do it painlessly."

Peter Cappelli, Director, Center for Human Resources at The Wharton School and Professor of Education, University of Pennsylvania

"The title, Help Them Grow or Watch Them Go, hooks readers immediately with the imperative facing managers today. This pragmatic book is chock-full of easy to follow steps on how to have critical career conversations— conversations that are uncomfortable for many managers and too often are avoided. I love that Kaye and Giulioni de-mystify the process and motivate us 'to talk individual development' with our employees. Our employees will love it too!"

Patricia Crull, GVP and Chief Learning Officer, Time Warner Cable

"This is an amazing book. In all my years coaching executives on career development, this is the best and most comprehensive resource available. It's an easy read that takes the complex issue of career development and simplifies it with real, action-oriented tips, tools and insights. It's perfectly relevant for new supervisors, senior executives and HR professionals at any level, in any industry".

Sharon Silverman, Vice President Human Resources, Macy's

"Help Them Grow or Watch Them Go', is an important contribution to leading organizations where people and talent growth matters to success."

Kevin Wilde, VP, Chief Learning Officer, General Mills

"This is a masterful and extraordinarily practical book. It takes the best of what research has taught us about employee engagement, career development, effective coaching and the importance of regular and candid conversations and provides the reader with invaluable tools and recommendations that simply work. It is a must read for anyone with responsibility for helping others and oneself to develop."

Ed Betof, Ed.D., Senior Fellow, The Conference Board

"Life and business is all about where you pay attention. Pay attention to the growth of your people....and they will grow your business. The authors do a great job in spelling out the how-to's!"

Chip Conley, Founder, Joie de Vivre Hotels, author of Emotional Equations: Simple Truths for Creating Happiness and Success

"Should be the career conversation Bible for busy leaders!"

Marshall Goldsmith, author of the New York Times bestsellers,



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Help Them **Grow** or **Watch Them Go**

MOJO and What Got You Here Won't Get You There



CAREER DEVELOPMENT

is one of the most **powerful** and underutilized **levers** managers have to **drive** engagement, retention, and **results**