

FOR IMMEDIATE RELEASE

Monday, August 17, 2009

Business Tough? Wondering Who to Blame? Check the Mirror!

New author blows the top off big business management

Queensland, AUSTRALIA – Across the world those business leaders whose companies have been suffering during the recession should take a close look in the mirror before pointing fingers elsewhere for their woes.

According to Australian author and business expert Peter Rowe, most businesses can blame a large part of their suffering to their inability to harness the full power of the people they have working for them.

“There is strong empirical evidence that the vast majority of enterprises, when measured in terms of their effective use of people, work at 20% efficiency - or worse!” says author Peter Rowe. “The solution to instantly solving any current financial challenges is to go right to the root of the problem by first *solving the people puzzle!*”

“The fact of the matter is that Accountants are generally good with numbers and lousy with people so the solution to better financial performance is not going to come from a better analysis or a tighter budget. The solution is going to come from leaders doing their job and providing a clear and inspiring vision of what their business is becoming; then articulating strong values that polarize their people, driving the good ones deeper into the camp and the bad ones out into the cold,” says Rowe, who is now publishing his insights under the title of *Solving the People Puzzle*.

“I hear managers saying that it’s hard to find good people, and they’re right. But if they choose to become *great leaders* they’ll discover they don’t have to *find* good people, because they’ll *attract* them! All those really great people out there are looking for someone to inspire them; someone to take them to the next level! They’re looking for a great leader!

After 35 years in business improvement Rowe says he’s ready to share the secrets that have lead him and his clients to success in recruiting and developing great teams who drive their enterprises to the top of the stack. “When my client’s focus on solving their individual people puzzle they grow around 40% faster than previously and the only limit becomes their ambition,” says Rowe. “What we do is not rocket science. In fact, I call it ‘bucket science’ because of its simplicity.”

In *Solving the People Puzzle* Rowe explains:

1. How Values do away with the need for rules in your business;
2. The real reasons behind articulating your Vision and Mission Statements;
3. The hidden Matrix controlling the output of every team of employees;
4. The performance science behind negotiating challenging team and individual goals;
5. Why Job Descriptions and Organizational Charts are dead and what replaces them;
6. A Delegation process whose effectiveness is almost machine-like;
7. How honoring just five performance drivers produces spectacular results;
8. How choosing to evolved from manager to leader will transform your enterprise – and your life!

Solving the People Puzzle is available at www.profitune.com.

Media Information: Peter Rowe, SolvingPuzzles@profitune.com, +61 (0) 7 5510 3555