

# INTERNATIONAL BESTSELLER

## Introduction

Positive energy... . It's a term being talked about a lot more frequently in conference rooms, classrooms, locker rooms, and even living rooms. Perhaps it's because there is an abundance of new research that shows that positive people, positive communication, positive interactions, and positive work and team cultures produce positive results. Or perhaps at a deeper level we all know that every person, every career, every company, every organization, every family, and every team will have to overcome negativity, adversity, and challenges to define themselves and create success.

No one goes through life untested, and the answer to these tests is positive energy—not the rah-rah, cheering kind of positive energy, although there certainly is a time and a place for that as well. But rather, when I talk about positive energy I'm referring to the optimism, trust, enthusiasm, love, purpose, joy, passion, and spirit to live, work, and perform at a higher level; to build and lead successful teams; to overcome adversity in life and at work; to share contagious energy with employees, colleagues, and customers; to bring out the best in others and in yourself; and to overcome all the negative people (whom I call energy vampires) and negative situations that threaten to sabotage your health, family, team, and success.

Positive energy is very real, and in my work with thousands of leaders, salespeople, teams, coaches, organizations, teachers, athletes, moms, dads, and even children, I have witnessed the amazing power of positive energy. I have seen principals turn their schools around and enhance morale. Leaders have told me how they used my strategies to help their employees and teams become more successful. Cancer survivors have told me how they won with a positive attitude. Athletes have shared how they've overcome adversity to reach their goal. Hardworking employees have e-mailed me and told me countless stories of promotions and accomplishments at work. And one mom even called to tell me a story about her son Joshua who, after hearing that his mom and dad were getting a divorce, said he was going to try to be strong and positive through it all because positive people live longer, happier, and healthier lives. It turns out Joshua remembered what I said to him a year earlier when I spoke at his school about the importance of positive energy. Not only was I touched, but I was deeply inspired.

People like Joshua inspire me to write about and share positive energy because deep down I know it matters and I know it works. My hope is that you will use this book to cultivate positive energy in your own life and career and then share it with your colleagues, customers, organization, team, friends, and family. I'm confident that when you apply the principles in this book you'll find greater happiness, enhanced success, higher performance, inspired teamwork, and significant results.

While this fable takes place in a business setting, please know that this book was written for everyone. We all are part of a team, and every member of our team—whether it's our work team, sports team, family team, church team, or school team—can benefit from the 10 simple, powerful rules shared in this book. After all, positive people and positive teams produce positive results, and the essential ingredient is positive energy.

**JON GORDON**  
Foreword by Ken Blanchard

Coauthor of *The One Minute Manager* and *Leading at a Higher Level*