



**TKO**

**MANAGEMENT!**

**TEN  
KNOCKOUT  
STRATEGIES**

*for*

*Becoming  
the Manager  
Your People Deserve*

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**DAVE ANDERSON**



## **Praise for *TKO* Series**

“Dave Anderson’s TKO series is a genuine knockout! The fast flowing format combined with high impact-content ensures that readers in any business and in any country will benefit from the universally sound principles presented.”

—Sir Peter Vardy, former chairman and CEO of Reg Vardy PLC

“Leadership guru Dave Anderson’s new TKO series guides you through the most important management moments in an innovative, down-to-earth, and short format. These highly readable, action-packed guides bring Anderson’s insights straight into your world, usable from the CEO to the newest trainee.”

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—Paul McCord, author, *How to Build a Million Dollar Sales Income through Referrals*



# **TKO MANAGEMENT!**

## **TEN KNOCKOUT STRATEGIES**

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# About the Author

**D**ave Anderson is president of LearnToLead, an international sales and leadership training organization. Dave has authored nine books, including the Wiley titles, *Up Your Business*, *If You Don't Make Waves You'll Drown*, and *How to Deal with Difficult Customers*. He gives over 100 seminars and keynote speeches internationally each year and writes leadership columns for two national magazines. His web site, [www.learntolead.com](http://www.learntolead.com), has tens of thousands of subscribers in forty countries that enjoy an archive of over 400 free training articles. To inquire about having Dave speak to your group contact his Agoura Hills, California office at 800-519-8224 or 818-735-9503 (Intl). Dave is a member of the National Speaker's Association.



# Introduction

**W**ith today's pace of business and as thin as you're spread as an employee, spouse, parent, and friend, you need high-impact information on how to improve your skills and elevate your organization—and you need it fast, without the hype, void of academics and lacking complexity. This management edition of Wiley's TKO series is the answer.

This book has ten short Rounds that all get to the point and are filled with meaty strategies you can apply right away. In each chapter you'll find Right Hook Rules quotes and sound bites that reinforce what you're learning. You'll also relate to the TKO Tales that take true-life situations and use them as a context for how the principles you're learning can be applied for greater results. If you're looking for an academic recipe for getting better as a manager you won't find it in *TKO Management*. But you will find no-nonsense, in-the-trenches strategies that work in the real-world management arena. Finally, throughout each Round you'll find key Left Jab Laws that will be the catalysts to turning this book into a change agent for your business.

Each Round in *TKO Management* concludes with a series of action-oriented Standing Eight Count Questions and the book finishes up with a bullet-point summary of each Round's key points for quick reference and review. It's the *Cliff Notes* version of the manuscript and I encourage you to refer to it over

again as you convert the process of becoming a better manager from a fast reading of this book into a process of continual improvement.

A few words of caution on the TKO series: while the strategies presented in this book are not academic and easy to apply, they're still hard work. Nonetheless, anything worthwhile is worth breaking a sweat for, and the TKO format will make the hard work you have ahead of you more doable, enjoyable, and rewarding.

# ROUND

## Look in the Mirror

