



Stop Setting Goals If You Would Rather Solve Problems

Bobb Biehl

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Every ten years or so, a simple idea comes along that revolutionizes the business world. Stop Setting Goals is one of those ideas!

Bobb Biehl, president of the consulting firm Masterplanning Group International, believes that decades of emphasis on setting goals has left many in the workplace feeling like second-class citizens. Most people find goal setting to be a major source of anxiety and frustration.

Here he sets out to expose the myth that goal setting is required for success in your business, career, and personal development. Instead, he argues, we can be very successful by simply identifying and solving strategic problems. You may never have to set another goal as long as you live.

Whether you work with a Fortune 500 company, a mom-and-pop start-up business, a sales firm, or a typical office, you will find yourself and your team experiencing:

- * Maximized natural energy
- * Reduced frustration, pressure, and tension
- * Increased productivity
- * Better team spirit, morale, and respect
- * Improved communication
- * Greater self-confidence

The simple ideas in this book will help you and your team, no matter what you do or where you go, for the rest of your life.



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