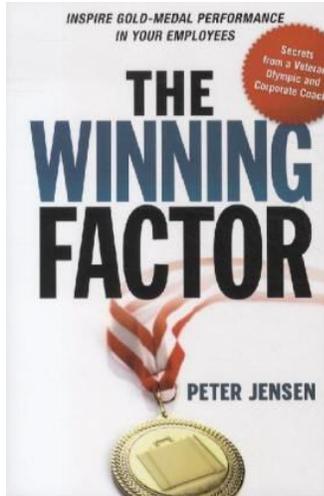


PM WORLD BOOK REVIEW



Book Title: ***The Winning Factor***

Author: **Peter Jensen**

Publisher: **AMACOM.**

List Price: US\$24.95

Format: hard cover; 228 pages

Publication Date: 2012

ISBN: 978-0-8144-3175-7

Reviewer: ***Nazanin Mehrooz, PMP***

Review Date: July 2012

Introduction to the Book

This book provides guidance on how to effectively lead and inspire gold-medal performance in your employees. The author promotes development of the Third Factor, a choice based performance motivator used by Olympic coaches to lead athletes. The book offers tips on how to become a higher-level leader by improving communication, building trust and using imagery to uncover and work through blocks.

Overview of Book's Structure

The book has the following chapters:

1. Developing a Developmental Bias, or a 3 a.m. Wake-Up Call
2. Communication
3. Managing Yourself
4. Building Trust
5. Encourage and Use Imagery
6. Uncover and Work Through Blocks
7. Embrace Adversity

Highlights: What's New in this Book

- How to effectively communicate and define clearly what you want rather than communicating what you don't want
- Managing your own behavior to demonstrate capability and trust
- Show your own vulnerability to open trust paths and build confidence by bonding with your team
- Using imagery can drive towards desired goal and getting past obstacles

Highlights: What I liked!

This book shared some very interesting insights on how successful Olympic coaches were able to motivate and build successful athletes. The stories shared by these coaches on how they present themselves, built confidence and built trust were very useful for any leader.

Shortfalls: What was Missing!

There were multiple topics covered in the book and nice highlights on key strengths to foster. Readers may find more depth in the topics by referencing other sources.

Who might benefit from the Book

Leaders who want more insight on how to drive high performance from employees would benefit from this book. Project Managers can always benefit from improved communication, building trust and bonding with team members. Any coach or mentors seeking tools to guide others reach short and long term goals can benefit from the many tips and tools shared.

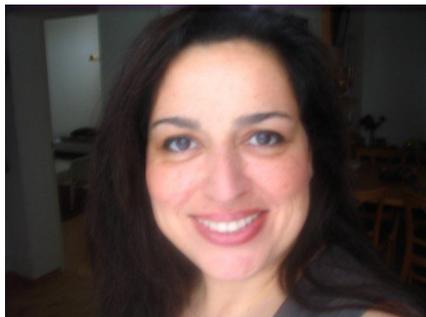
Conclusion

The book offers some useful tips to improve communication, trust and self-management. The material is a bit scattered and reparative, but the examples shared by successful coaches are very inspiring and motivating.

The Winning Factor, by Peter Jensen, published by AMACOM; 2012, ISBN 9780814431757; \$24.95USD; 228 pages, hard cover. More at <http://www.amacombooks.org/book.cfm?isbn=9780814431757>.

Editor's note: This book review was the result of cooperation between the publisher, PM World and the Dallas Chapter of the Project Management Institute (PMI Dallas Chapter – www.pmidallas.org). Publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@peworldjournal.net.

About the Reviewer



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Born in Iran and migrated to the USA, Nazanin Mehrooz studied software engineering and worked in both the defense and telecom industries. For the past decade, her focus has been IT Application Support, Operations and Service Delivery Management. She is an active volunteer for the Dallas and Ft Worth PMI chapters and can be contacted at nazi_mehrooz@yahoo.com.