

# Why This “MANAGEMENT GUIDE” for Employees Was Written

**Y**OU ARE using about 10% of your potential. The chances are that you will develop only about 1/10 of your potential even if you live a long and active life.

This is an appalling waste of human resources, and unfortunately typical of the prospects of most human beings.

Yet – if you lived and worked in a nourishing, challenging and supportive environment you could probably achieve splendid things . . . more things, and better things than you have ever accomplished before.

The odds are very strong that you will never benefit from such an environment – unless *you learn to create it for yourself*.

For over a quarter of a century the entrepreneurs and managers of American businesses have had at their disposal information that could begin to tap the human potential lying fallow in their shops and offices.

This potential could revolutionize the nation.

With rare (but important) exceptions, management has failed to study and use this information.

Instead, people who have never read a book on management are too often elevated to important managerial jobs. Often the most ruthless and aggressive employees are rewarded with power and prestige.

These ambitious people are entrusted with the most awesome potential on the planet – human beings.

Because of ignorance and immaturity “managers” squander and destroy this valuable human reservoir of possibilities.

This – in the face of the fact that employee productivity and quality have been proven to be the natural fruits of mature, enlightened and creative management.

Great men like Abraham Maslow, Douglas McGregor, Fredrick Herzberg, and others have studied and analyzed and offered to business a productive new way of cultivating human resources.

Other men, like Robert Townsend, have tried these methods and *proven that they work*, and work with startling effectiveness.

*But there are simply not enough mature people to fill the leadership roles in the world.*

So Americans, with an opportunity unique in history, still largely work under a psychological tyranny as crippling in its own way as physical brutality was in ages past.

Since management has so much at stake in the status quo, the time has come to offer enlightened management techniques to the employees of America.

It is the workers and “middle managers,” with so much to gain, who will be willing to learn a new way of living, who will learn to manage immature authority figures who possess more power than wisdom.

It is employees who will welcome powerful principles that can be applied to unleash their own creative energies.

Here is a helpful guide to developing and actualizing your own vast potentials, even if you must spend a great deal of time in an oppressive, exploitive environment.

This book took many years to write. Each method in it is practical and proven and can usually be immediately applied to real life situations.

This is a simple, easy-to-follow guide, but it will demand the very best you have to offer to apply it and make it work its remarkable results.

Abraham Maslow, the late pioneer of humanistic psychology, liked to ask his college classes this question:

“Who among you will be the great poet, or painter, or entrepreneur, statesman, senator, president or surgeon of your generation?”

This question was always followed by an embarrassed silence, a shuffling of feet and a few giggles.

Then Maslow would ask: “If not you – then *who?*”

My message is this: The world needs more and more idealistic, energetic, compassionate and active people, leaders who trust and believe in the noble potential of the human creature. The world needs people who are willing to expend the energy and make the sacrifices to regain the planet from the weaklings and grown-up “children” who have saturated it with misery and exploitation.

Are you destined to be one of these new leaders?

*If not you, then who?*