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Nota di contenuto	Part 1. Metaformation in action -- 1. Is this the last race? -- Part 2. Life is a game of cards -- 2. The power of the unconscious mind -- 3. Play the hand you've been dealt -- 4. See your winning hand -- 5. Playing cards doesn't have to be a solo sport -- Part 3. The art of metaformation -- 6. Metaframing: structuring metaphors -- 7. Metamining: deconstructing metaphors for meaning -- 8. Metaforming: reconstructing metaphors -- 9. Searching for a new metaphor -- Part 4. Combining and communicating, and applying new metaphors -- 10. Ligerizing: combining and creating new metaphors -- 11. Communicating your new metaphor -- 12. Metaplying: applying your metaphor -- Part 5. Serving up a new metaphor -- 13. The work of the metaphor -- 14. The impact of the new metaphor -- 15. New markets, new employees, new opportunities -- Part 6. Structural mapping -- 16. The structural mapping engine (SME) process -- Part 7. Bouncing back: 15-love, and back in the game -- 17. Upping the stakes -- 18. Culture, markets, and personal growth -- 19. The power of words to transform through metaphors -- Endorsements -- Notes -- References -- Index.
Sommario/riassunto	Every leader needs to move people to action and align everyone's actions toward the same goal. But how is this best accomplished? Words are a leader's greatest tool, and metaphors are the most potent combination of words available. If a leader wants to be successful in

communicating vision, motivating people, and transforming an organization, he or she must understand the power of metaphors and learn how to use them well. Through the proper use of metaphors, anyone can become a better leader, align his or her team with their organizational values, and lead the organization to success. Metaphors can activate vision and mission statements, enliven goals and objectives, and literally align every aspect of an organization in its intended direction. In *SPeak Performance: Using the Power of Metaphors to Communicate Vision, Motivate People, and Lead Your Organization to Success*, Jim Walz, PhD, shares his proprietary method of developing metaphors for use by any leader of people. The knowledge gained from the principles in this book will help leaders develop stronger vision and mission statements that are action oriented, and it will provide a schematic to organize goals and objectives that are relevant and focused on accomplishing the vision. Organizations can be transformed in the way they do business and find the ability to compete in a global marketplace more effectively than ever before. Whether you are an aspiring leader, a supervisor, manager, or corporate executive, this book will provide you with communication tools that will take your leadership to the next level and beyond.

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