Proposal Table of Contents

NOTE: This is a clip of an actual 31-page book proposal for a client's book on management techniques. The clip does not represent the complete book proposal but provides a writing sample of several sections of the finished document. Identifying characteristics have been changed to protect the client's privacy.

Overview and Concept

What distinguishes a bad manager from a truly great manager? Do great managers have some special skills that set them apart? Is there some special, intuitive "gift" that some people possess, while others do not? What's the "secret" to great management?

No matter what your career or profession, no matter what your work history, if you have ever worked in someone else's business, you've worked for a "manager": a person whose primary responsibility is planning, coordinating, overseeing, and monitoring the activities of others so that a specific company goal or objective is met. Whether the manager is one who is in charge of the folks who flip burgers at a local McDonald's, or is the CEO of a Fortune 100 company, the essential role of "management" is the same across the board: if you're the manager, you've got business objectives that must be met and you've got people to help you meet those objectives, and it's your job to figure out how to put the two together and get results in the most effective (and profitable) way possible.

Think back on your own work history. Who were *your* real "stand-out" managers, either because they were spectacularly good at what they did and you felt inspired or successful in that job, or because they were just so bad that they made your job a daily hell? Chances are you've had many different managers, each with his or her distinct management "style", but not necessarily a *good* style. In fact, it's a sad but true statement to say that many managers are probably not good at management, let alone *great.* The great ones are often few and far between – but they do exist. This book can help a bad manager become good, and a good manager to become truly great, by sharing what naturally great managers already know and do automatically.

If you are a manager, or want to become one, you might be under the impression that good management is something that just comes instinctively to some people, and you've either "got it" or you don't; and if you *don't*, then you are doomed to struggle in your job every day and live in fear of being "found out". You have probably observed great managers who seem to have that "something extra", who don't seem to struggle as you do, and you might have assumed that there's very little you can do about acquiring that same knack for management that the great ones have.

Market for the Book

In my analysis and assessment, there is a very strong market for this book. I believe the potential audience to be:

- Experienced managers and corporate leaders, at any level of any organization, right up to the CEO, who want to create more effective organizations and a better process for management company-wide;
- New managers who are struggling and feel they aren't doing anything right;
- Managers who are already great and who want to get a handle on what they're doing well (and maybe some hints for how to coach managers underneath them);
- Non-managers who want to get on the management track, and who need guidance to develop the skills and a process that will help them succeed and get promoted into management;

- Innovative business owners, corporate leaders and entrepreneurs who will be inspired to shift their organizations with both the 4 Core Fundamentals and Radical Sabbatical approaches outlined in this book.

Amazon.com has listings for over 270,000 books on the topic of management as of the date of this proposal. This statistic demonstrates that there is clearly a gap that exists in the business world which these books are attempting to fill. The vast majority of management books provide a wide variety of theories and perspectives, of course, but how many of them truly provide a concise and easy-to-understand formula for succeeding as a manager?

Analysis of the Competition

In reviewing books currently on the market that deal with management, it appears that the predominance of them try to teach "leadership", which relates to a set of skills that goes beyond *management*. Leadership is a whole other area of focus (motivating people, the personality traits of effective leaders, etc.)

What *this book* provides is a means of teaching the quantifiable fundamentals of this approach to management rather than leadership – and in so doing, I'm not trying to change who you ARE, your personality traits. This approach is distinct from your individual personality traits or even your leadership skills – it's a measurable functional process that can be replicated. Even if you're a new manager or not a great leader, this will work for YOU.

One book I felt was somewhat close to the principles I discuss is Rudy Giuliani's book, *Leadership*. Although the title was about leadership, Giuliani was a good *manager* as well as a good *leader*. His book focused on leadership PLUS good management, whereas my book will only focus on this specific management process. The real-life examples in my book aren't based on celebrity, notoriety or major current events, as was Giuliani's book, but they have value in that they are true stories from the trenches of the business world. The people who operate within that world every day will be able to relate to these examples of both good and bad management, and will appreciate the context of these stories.

In the analysis of the other management books available in the marketplace today, I do not believe there are any books in publication that focus on management in the way I do, with a clear, concise, easy-to-implement process, one that can teach a manager how to go from mediocre to great – because this process, as I am outlining it, is one that great managers already do *instinctively.*