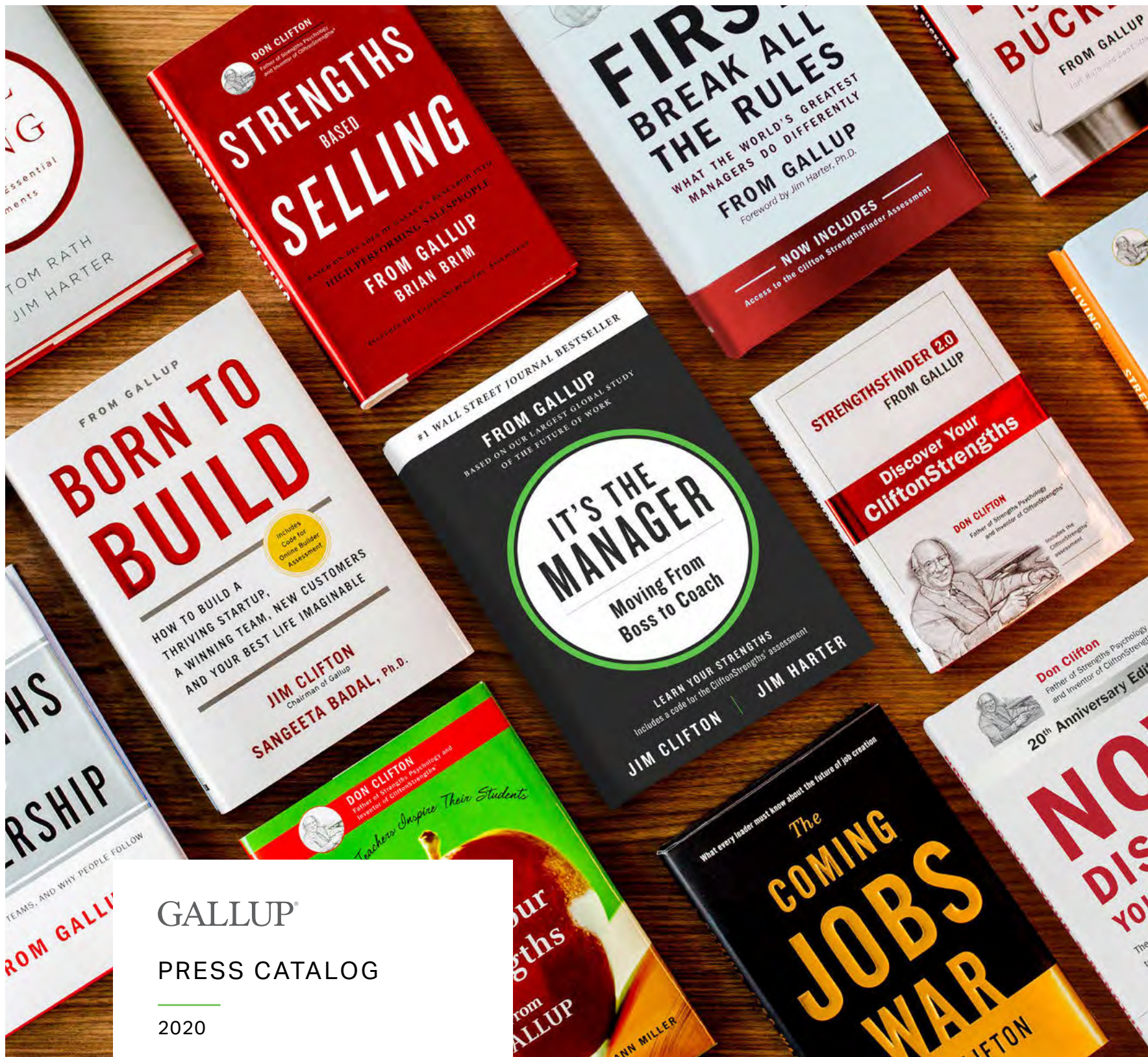




GALLUP®

PRESS CATALOG

2020



Welcome to the Gallup Press Catalog

2020

At Gallup, we help leaders and organizations maximize human capital to create extraordinary teams, achieve organizational goals and inspire individuals to live their best lives. We provide cutting-edge analytics and advice to the highest-performing companies, schools, congregations, leaders, managers and individuals in the world. And we help them solve their biggest and most difficult problems.

We're excited to offer you a vast selection of books that will answer your questions, unlock your potential, and help you achieve your personal and professional goals.

Gallup Press exists to educate and inform the people who govern, manage, teach and lead the world's 7 billion citizens. Each book meets Gallup's requirements of integrity, trust and independence and is based on Gallup-approved science and research.



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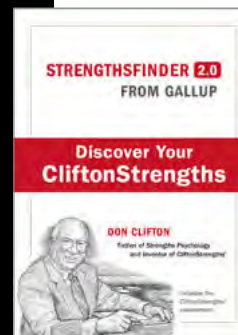
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It's the Manager is Gallup's ninth bestselling book!

When managers really understand themselves and their team members, they're better prepared to create a culture that today's employees demand. Employees want their work to have deep mission and purpose. They want coaches who inspire them, communicate with them and develop their strengths.

It's the Manager, Gallup's latest bestseller, gives leaders and managers a road map for creating what their employees want most — a great job and a great life — and for driving real business outcomes.

- #1 *Wall Street Journal* bestseller
- *Washington Post* bestseller
- *Publishers Weekly* bestseller
- *USA Today* bestseller

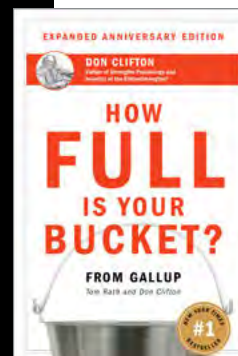


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StrengthsFinder 2.0

- #1 *Wall Street Journal* bestseller
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How Full Is Your Bucket? Expanded Anniversary Edition

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12: The Elements of Great Managing

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- *Wall Street Journal* bestseller

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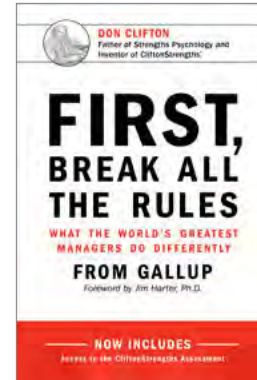
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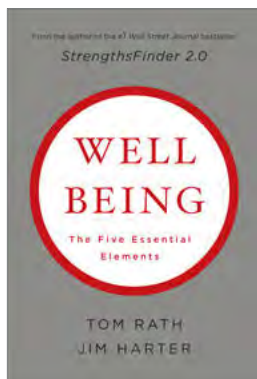
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Wellbeing: The Five Essential Elements

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- *Wall Street Journal* bestseller

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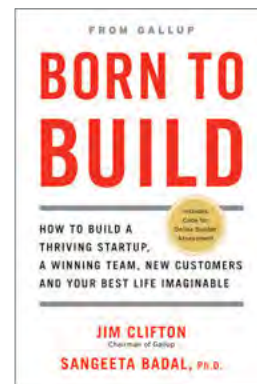
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Retail price: \$25.95

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Born to Build

- *Wall Street Journal* bestseller
- *Washington Post* bestseller

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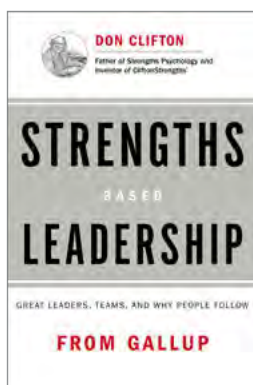
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Strengths Based Leadership

- *New York Times* bestseller
- *Wall Street Journal* bestseller
- *USA Today* bestseller

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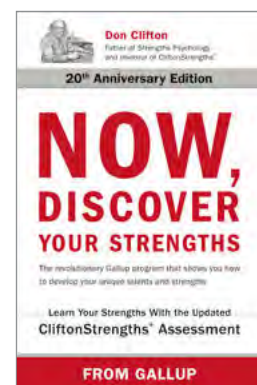
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Retail price: \$40



Now, Discover Your Strengths

- *New York Times* bestseller
- *USA Today* bestseller

Hardcover

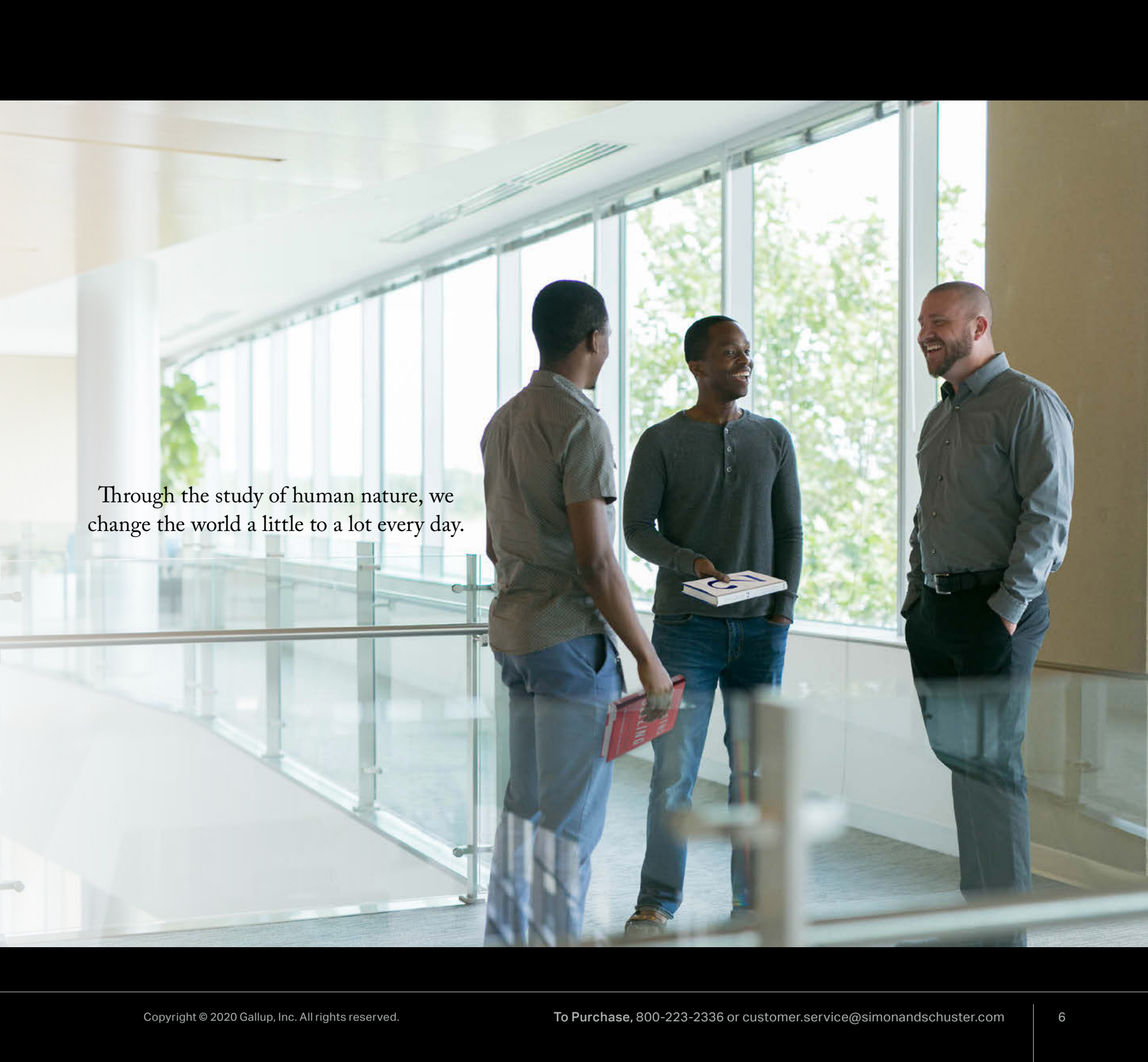
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A photograph of three men in a modern office hallway. The man on the left is seen from the back, wearing a grey short-sleeved shirt and blue jeans, holding a red book. The man in the middle is facing him, wearing a grey long-sleeved shirt and blue jeans, holding a white book. The man on the right is facing them, wearing a grey long-sleeved shirt and dark trousers, with his hands in his pockets. They are all smiling and appear to be in a friendly conversation. The hallway has large windows on the right side, letting in natural light, and a glass railing on the left. The overall atmosphere is bright and professional.

Through the study of human nature, we
change the world a little to a lot every day.

Solutions

Gallup's bestselling books offer advice and guidance to help you and the people in your life be the best you can be.

We have studied tens of millions of individuals globally to explore how identifying talent; focusing on strengths; coaching and developing employees and teams; creating extraordinary workplaces; and striving for excellence can transform individuals, schools, organizations and communities.

Combining more than 80 years of research and experience with our global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world. We understand people and what matters most to them in their jobs and in their lives.

Through the study of human nature, we change the world a little to a lot every day.





More than 24 million people worldwide have
discovered their CliftonStrengths.

CliftonStrengths®

“There is no more effective way to empower people than to see each person in terms of his or her strengths.”

— Don Clifton, Father of Strengths Psychology and Inventor of CliftonStrengths



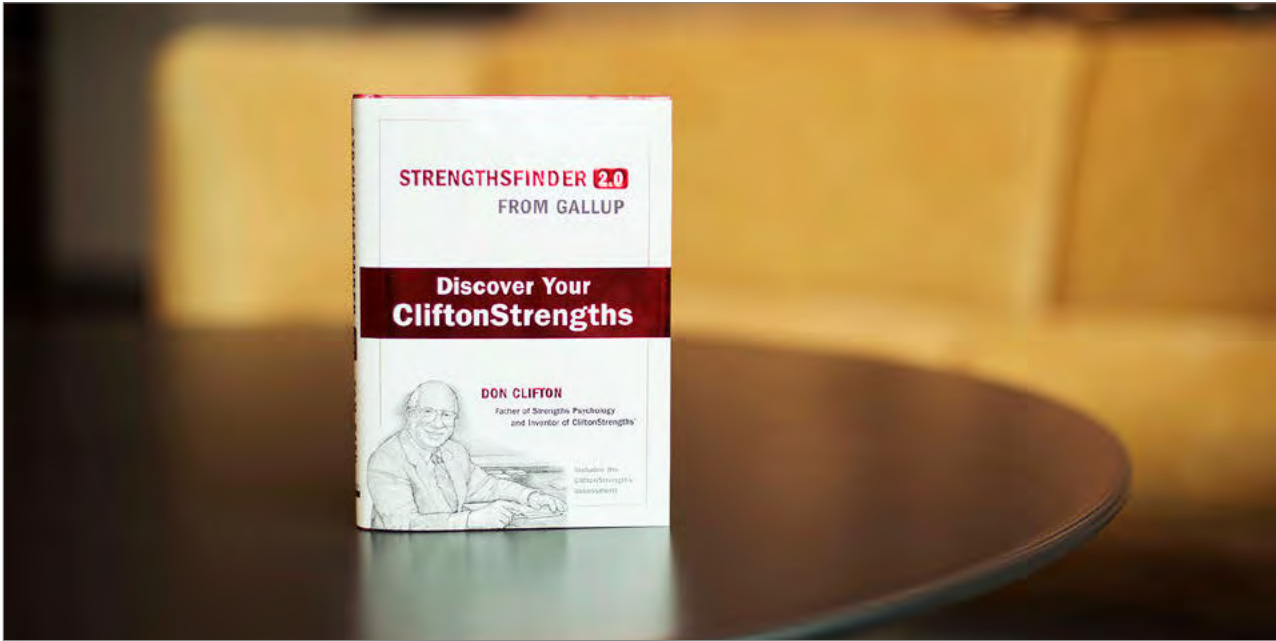
Your success starts when you discover your unique talents and develop them into strengths. Gallup’s decades of research into human behavior prove that when you have opportunities to use your strengths every day, you succeed.

While all people have a unique combination of talents, knowledge and skills, many don’t know what their strengths are — or have the chance to use them to their advantage. And far too often, people focus on fixing their weaknesses.

But it isn’t until you know what makes you talented and unique that you know how to perform better in your job, to build better relationships at work and at home, and to feel like you’re improving every day.

The CliftonStrengths assessment identifies your top themes of talent and empowers you to be the best version of yourself. When you know and understand your CliftonStrengths, you can identify and build on the areas where you have infinite potential for growth and success.

CliftonStrengths will change how you see yourself. Transform individuals, managers, entire organizations, educators and students with CliftonStrengths.



People who use their CliftonStrengths are three times more likely to report having an excellent quality of life.

StrengthsFinder 2.0

Perform better by doing what comes naturally. Gallup research proves that individuals, teams and entire organizations succeed when they play to their strengths. Teams that use CliftonStrengths experience 72% lower turnover and 29% increased profit — and higher employee engagement.

StrengthsFinder 2.0, the bestselling business book ever, will change the way you look at yourself — and the world around you. Learn how to use your natural talents every day so you can thrive in life and at work. Loaded with hundreds of strategies for applying your strengths, *StrengthsFinder 2.0* includes an access code to take the CliftonStrengths assessment. After you complete the

assessment, you'll have access to personalized reports and tools to learn more about your strengths, including:

- a comprehensive development guide based on your CliftonStrengths results
- a customized version of your top five theme report
- strategies for building on each of your top five themes

Designed for individuals, teams, managers and leaders, *StrengthsFinder 2.0* introduces you to the power and potential of strengths. Instead of wasting time trying to fix your weaknesses, learn how to develop and apply your strengths for success.

StrengthsFinder 2.0

FROM GALLUP

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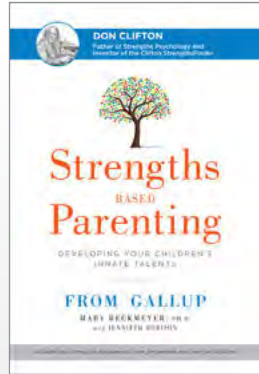
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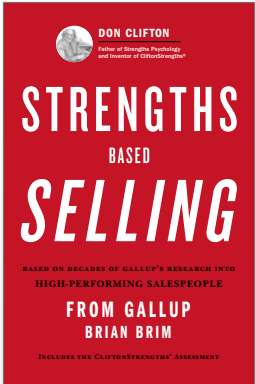
**COMES WITH
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Strengths Based Parenting

Developing Your Children's Innate Talents

BY MARY RECKMEYER, PH.D., WITH JENNIFER ROBISON

How can you discover your children's unique talents? And how can you use your own talents and strengths to be the most effective and supportive parent possible? *Strengths Based Parenting* addresses these and other questions on parents' minds. But unlike many parenting books, *Strengths Based Parenting* doesn't prescribe one "right" way to parent. Embrace your individual parenting style by discovering and developing your own — and your children's — talents and strengths. With real-life stories and practical advice backed by Gallup data, this book has the power to change how you — and the world — view parenting. *Strengths Based Parenting* includes access to the CliftonStrengths and Clifton Youth *StrengthsExplorer* assessments.



Hardcover \$24.95

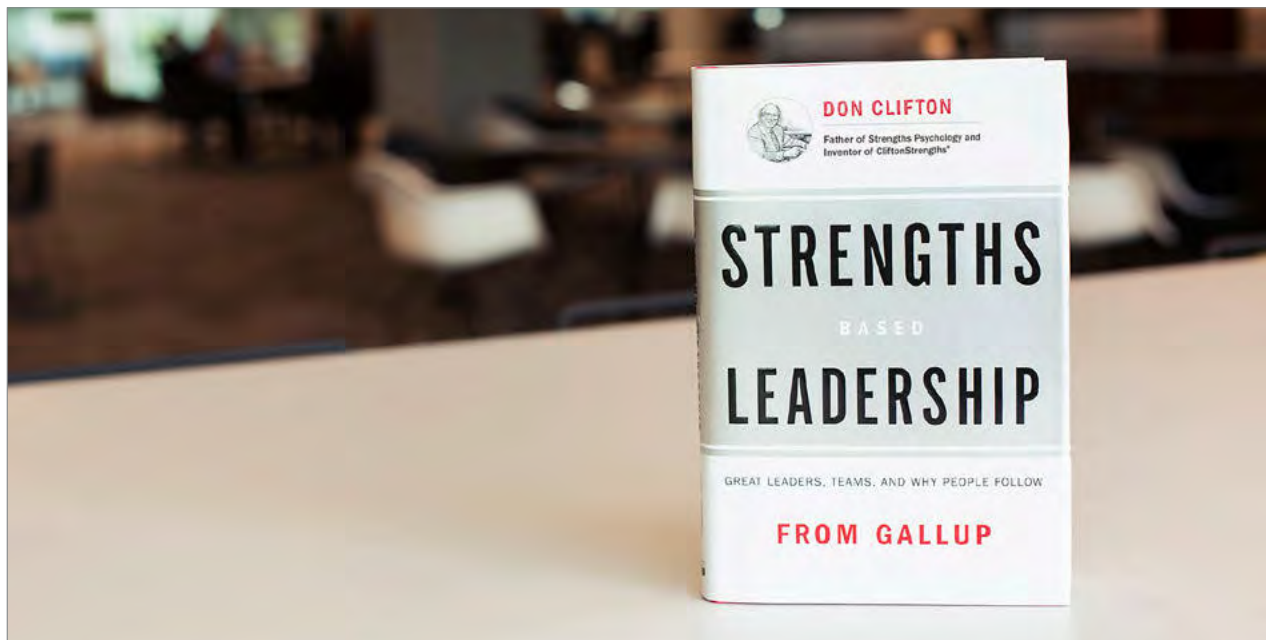
ISBN: 978-1-59562-048-4

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Strengths Based Selling

FROM GALLUP AND BRIAN BRIM

The key to success, salespeople are constantly told, is to follow specific steps and techniques. Just heed the advice of this guru or that speaker, and you'll be the best. Well, that approach just doesn't work for most salespeople. The truth is, no two great sales reps are alike, and there's no one right way to sell. The most successful sales reps, Gallup has determined from decades of research, understand their innate talents and strengths and use them to sell more effectively. *Strengths Based Selling* explains sales talent and how to identify and maximize your talents. This book examines the entire selling process — from assessing opportunity and cold calling to retaining and growing accounts. Learn how to apply your talents at each step. *Strengths Based Selling* includes access to the CliftonStrengths assessment.



The Four Domains of Leadership Strength

Executing
Influencing
Relationship Building
Strategic Thinking

Strengths Based Leadership

The path to becoming a great leader starts with understanding your strengths. Great leaders have a deep knowledge of their own strengths and develop the strengths of their followers. Discover how you can leave a positive leadership legacy and inspire your followers in *Strengths Based Leadership*. Hear firsthand accounts from some of the most successful organizational leaders in recent history as they discuss how their unique strengths have driven their success.

After decades of research on strengths-based leadership — which included more than 20,000 in-depth interviews with senior leaders, studies of over 1 million work teams and 50 years of Gallup polls about the world's most admired leaders — Gallup initiated a study of more than 10,000 followers around the world to ask exactly *why* they followed the most important leader in their life.

Three powerful findings emerged from this research. Gallup found that the most effective leaders:

- are always investing in their employees' strengths
- surround themselves with the right people and then maximize their team
- understand their followers' needs

What's in your copy of this leadership classic?

- A unique access code to take the CliftonStrengths assessment
- Access to a highly customized Strengths-Based Leadership Guide that lists your top five themes of talent, suggestions for leading with each theme and illustrations of each theme in action
- Strategies for how to apply each theme to meet your followers' needs and tips for leading others based on their top themes

Strengths Based Leadership

Great Leaders, Teams, and Why People Follow

FROM GALLUP

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ISBN: 978-1-59562-031-6

Retail price: \$40

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Now, Discover Your Strengths

The revolutionary Gallup program that shows you how to develop your unique talents and strengths

FROM GALLUP

Led by Don Clifton, Father of Strengths-Based Psychology, Gallup created a revolutionary program to help people identify their talents; develop them into strengths; and enjoy consistent, near-perfect performance. Twenty years ago, Gallup released *Now, Discover Your Strengths* to bring this program to the world. Twenty years later, over 20 million people have discovered their strengths. The 20th anniversary edition of *Now, Discover Your Strengths* includes access to CliftonStrengths — a significantly more robust program than in the original edition — that analyzes your instinctive reactions and reveals your top five themes. The book shows you how to use your top themes for your development, for your success as a manager and for the success of your organization. With profound insights into how to build strengths, and with immediate feedback from the online CliftonStrengths assessment, *Now, Discover Your Strengths* is one of the most groundbreaking and powerful business books ever.



Paperback \$40
ISBN: 978-1-59562-018-7

**COMES WITH
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StrengthsExplorer

FROM GALLUP

StrengthsExplorer offers a fun, simple way for adolescents to discover and develop their talents. Designed for kids ages 10 to 14, the *StrengthsExplorer* program starts with the Clifton Youth StrengthsExplorer assessment — a series of questions that identifies each child's three strongest emerging talents. *StrengthsExplorer* also comes with an adolescent-focused workbook and a parent guide.

Live Your Best Life With CliftonStrengths

DISCOVERING YOUR CLIFTONSTRENGTHS DOES MORE THAN SET YOU UP FOR BETTER PERFORMANCE AT WORK.

You also get greater self-awareness and a new language for understanding and discussing what you naturally do best.

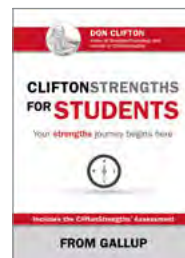
What's more, people who know and use their CliftonStrengths are more likely to:

- be confident
- feel happy and energetic
- achieve their goals
- be treated with respect

And, they are **three times** as likely to report having an excellent quality of life.

Plus, people who use their CliftonStrengths are less likely to experience obstacles to their wellbeing, like worry, stress, anger, sadness or physical pain.

Whether you're at work, church, school, home or working on your development at your own pace, explore your CliftonStrengths with these other powerful strengths books. Each one includes access to the CliftonStrengths assessment.



CliftonStrengths for Students

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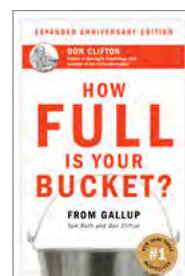
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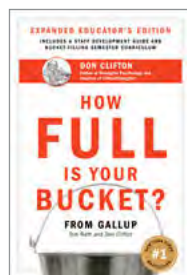
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ISBN: 978-1-59562-030-9

Retail price: \$24.95



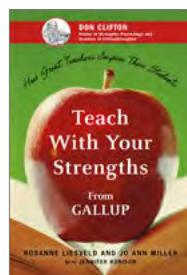


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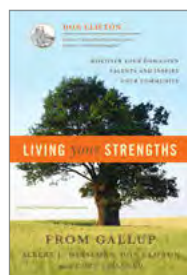


Teach With Your Strengths

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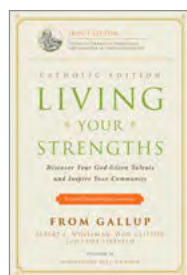


Living Your Strengths

Hardcover

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Living Your Strengths Catholic Edition

Hardcover

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Now, Discover Your Strengths

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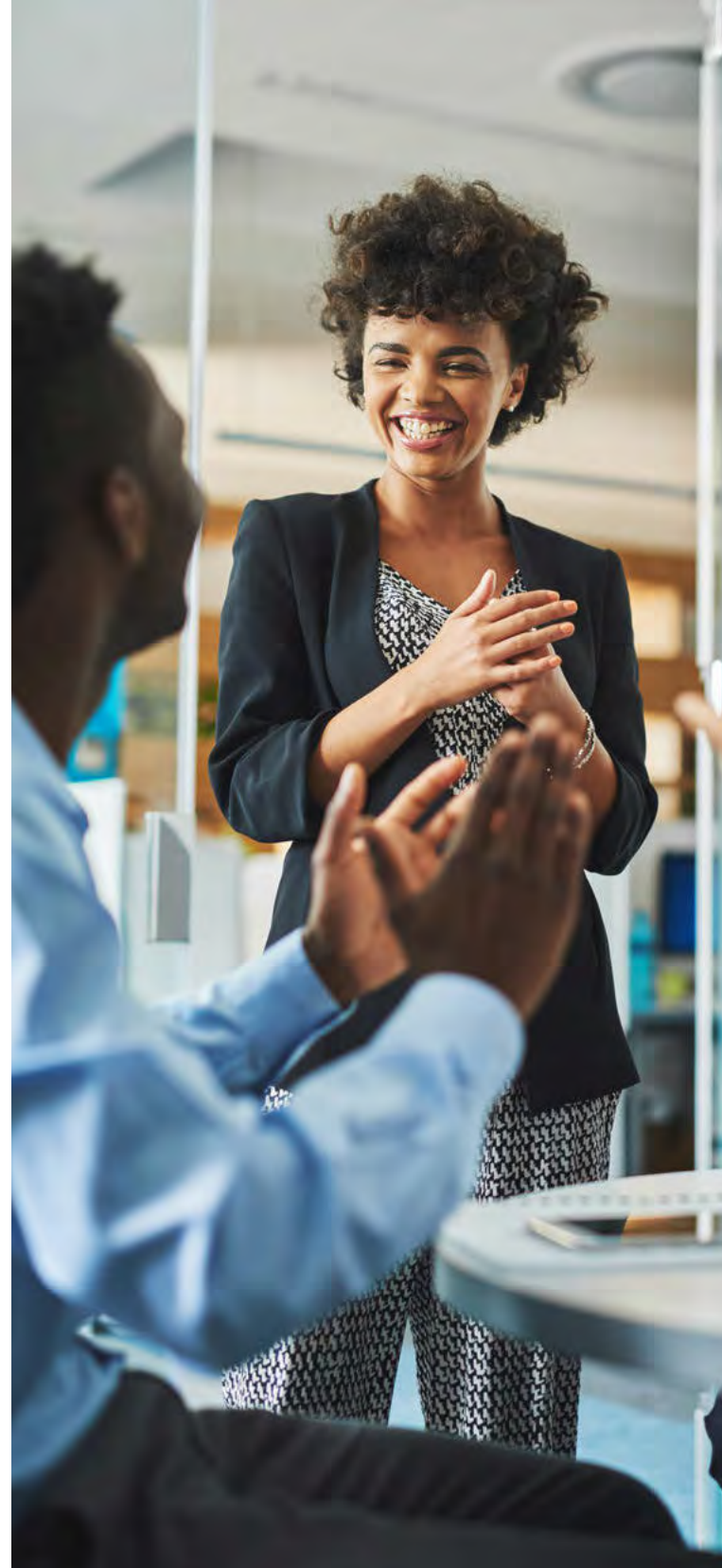
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CLIFTONSTRENGTHS®

THE WORKPLACE

EDUCATION

FAITH

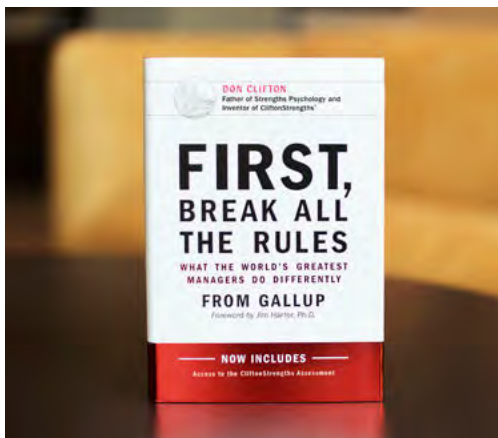
BUILDING AND
ENTREPRENEURSHIP



1 in 2 employees have left their job to get away from their manager at some point in their career.

The Workplace: Leadership, Management and Engagement

Employees want a coach, not a boss.



Today's employees want personal and career development. They want ongoing conversations. To attract and retain employees and continually improve performance, your workplace has to be more than good — even more than great. Gallup's books help you understand what motivates your employees and how to build a workplace culture that can only be described as exceptional.

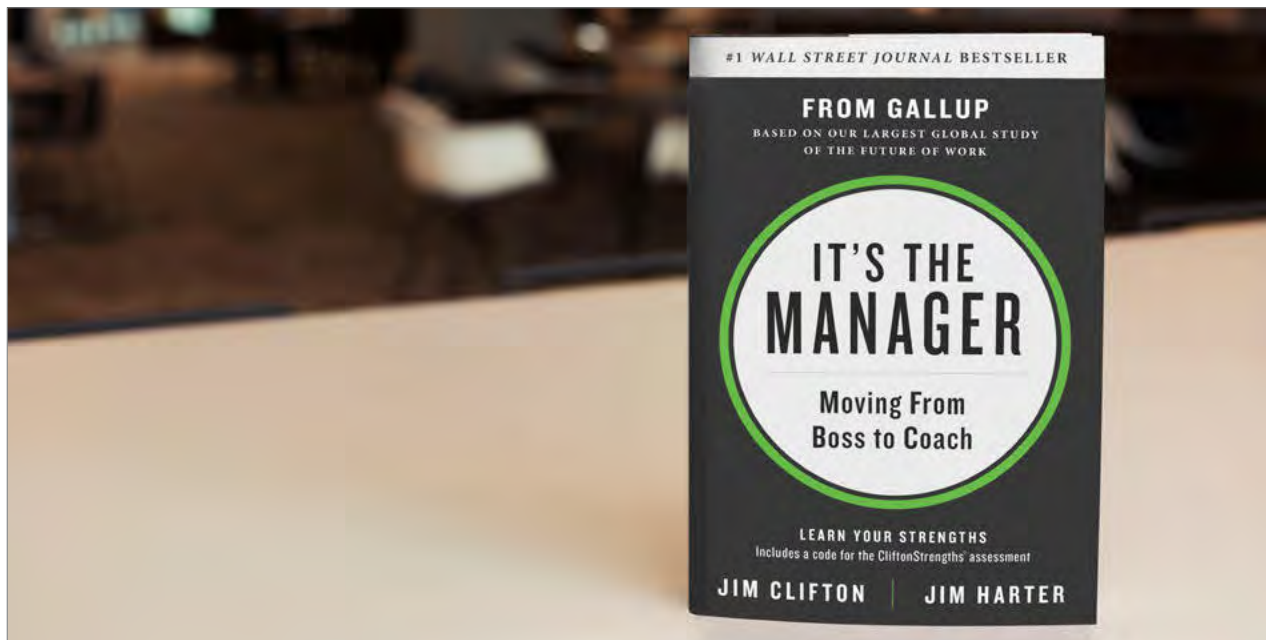
Never before have leaders and managers felt the urgency and disruption of today's organizational landscape. As the workplace evolves from a command-and-control hierarchy to one of personalized development, purpose and strengths-based coaching, leaders must transform their workplace culture to meet the needs of the modern worker and to attract, engage and retain top talent.

Sadly, 85% of employees worldwide are not engaged at work. That's a recipe for organizational failure and huge turnover costs.

But engaged employees with high wellbeing miss 70% fewer workdays because of poor health, are 59% less likely to look for a job elsewhere, and are 27% more likely to report excellent performance in their own job and by their organization.

Organizations that cultivate a highly engaged workforce outperform competitors, achieve goals, improve employee wellbeing and create a transformative work environment. Great managers are the key to navigating the changing demands of today's workforce. The best managers foster engagement by helping individuals and teams discover, develop and use their talents to their highest potential.

Based on 30 years of research with more than 30 million employees, Gallup's innovative solutions are proven to increase engagement and improve performance and profitability.



Changing Demands of the Workforce

PAST → FUTURE

My Paycheck	My Purpose
My Satisfaction	My Development
My Boss	My Coach
My Annual Review	My Ongoing Conversations
My Weaknesses	My Strengths
My Job	My Life

It's the Manager

While the world's workplace has been going through historic change, the practice of management has been stuck in time for decades. Employees in the new workforce want their work to have deep mission and purpose. They don't want old-style command-and-control bosses. They want coaches who inspire them, communicate with them and develop their strengths.

Who is the most important person in your organization to lead your teams through these changes? It's your managers. They're the ones who will make or break your organization's success.

Packed with 52 discoveries from Gallup's largest study of the future of work, *It's the Manager* shows leaders and managers how to adapt their organizations to

rapid change — from new workplace demands to the challenges of managing remote employees, the rise of artificial intelligence, gig workers, and attracting and keeping today's best employees.

Great managers maximize the potential of every team member and drive your organization's growth. And they give every one of your employees what they want most: a great job and a great life. This is the future of work.

It's the Manager includes a unique code to take the CliftonStrengths assessment, which reveals your top five strengths, as well as additional exclusive content available on Gallup's online workplace platform.

It's the Manager Moving From Boss to Coach

BY JIM CLIFTON AND
JIM HARTER

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Retail price: \$39.95

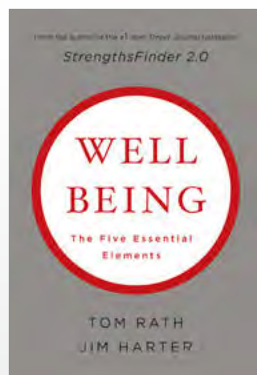
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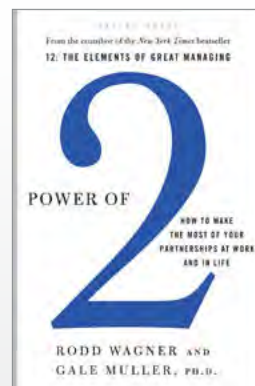
ISBN: 978-1-59562-061-3

**COMES WITH
ACCESS CODE(S)**

Wellbeing: The Five Essential Elements

BY TOM RATH AND JIM HARTER

Wellbeing isn't just about being happy, wealthy or successful. Gallup's comprehensive study of people in more than 150 countries revealed five universal, interconnected elements that shape our lives: Career Wellbeing, Social Wellbeing, Financial Wellbeing, Physical Wellbeing and Community Wellbeing. *Wellbeing: The Five Essential Elements* provides you with a holistic view of what contributes to your wellbeing over a lifetime. Written in a conversational style, this book is filled with fascinating research and novel ideas for boosting wellbeing in each of these five areas. This book includes access to the Wellbeing Finder assessment.



Hardcover \$24.95

ISBN: 978-1-59562-029-3

Power of 2

How to Make the Most of Your Partnerships at Work and in Life

BY RODD WAGNER AND GALE MULLER, PH.D.

Many of the greatest accomplishments can be achieved only when two people work together. But while some partnerships reach great heights, others fall short. Why do some people click while others clash? What do great pairs have in common? And what can you learn from the most powerful partnerships to strengthen collaboration in your work and life? Based on Gallup's groundbreaking research, *Power of 2* uncovers the eight elements that prepare partners to succeed in their most important endeavors. This book explores the crucial dimensions of a successful partnership and shares stories of famous pairs who epitomize those elements. Mixing key insights about human nature, field-tested discoveries and inspiring partnerships that reached the pinnacle, *Power of 2* will change the way you think about working with someone else.



12: The Elements of Great Managing

FROM GALLUP AND JIM HARTER

Written for managers and employees from organizations of all sizes, *12: The Elements of Great Managing* explains what every company needs to know about creating and sustaining employee engagement. This book reveals how great managers inspire top performance, generate enthusiasm, unite differing personalities to focus on a common mission, and lead teams to set and reach ever-higher goals. Gallup weaves its insights from millions of employee and manager interviews with discoveries in the fields of neuroscience, game theory, psychology, sociology and economics. Learn the intricacies of each statement in Gallup's Q¹² survey, the world's most accurate measure of employee engagement.

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Decade of Change

Managing in Times of Uncertainty

EDITED BY GEOFFREY BREWER AND BARB SANFORD

Looking back at the seismic changes that occurred in the first decade of this century — from the Great Recession and Hurricane Katrina to the birth of the internet — *Decade of Change* provides a road map for what lies ahead for society and businesses. Learn from the insights and wisdom of top leaders like Hurricane Katrina hero Lieutenant General Russel Honoré and economist Sir Angus Deaton on how organizational leaders can navigate society and the ever-changing marketplace. A host of other executives and thinkers tackle change management issues and discuss how to manage, and make the most of, change.

Hardcover \$24.95

ISBN: 978-1-59562-053-8



“The intersection of each company’s search for value and each individual’s search for identity will change the corporate landscape forever.”

— *First, Break All the Rules*

First, Break All the Rules

What do the world’s greatest managers do differently? Despite their different styles and backgrounds, great managers don’t hesitate to break virtually every rule held sacred by conventional wisdom. They don’t believe that, with enough training, people can achieve anything they set their minds to. They don’t try to help people overcome their weaknesses. And yes, they even play favorites.

In this longtime management bestseller, Gallup presents the remarkable findings of its massive in-depth study of great managers. From Fortune 500 companies to small, entrepreneurial firms, the best managers excel at turning each individual employee’s talent into high performance. And perhaps most important, Gallup’s research produced the 12 simple statements that distinguish the strongest departments of a company from all the rest. *First, Break All the Rules* is the first book to present this essential measuring stick and to prove the link between employee opinions and productivity, profit, customer satisfaction and the rate of turnover.

The insights from this study of great managers show you how you can:

- keep your best performers
- improve performance and profitability
- measure outcomes

First, Break All the Rules offers vital performance and career lessons for managers at every level — and best of all, shows you how to apply them to your own situation.

Included with this re-release of *First, Break All the Rules*: updated meta-analytic research and access to the CliftonStrengths assessment, which reveals people’s top themes of talent.

First, Break All the Rules

What the World’s Greatest Managers Do Differently

FROM GALLUP

Hardcover

ISBN: 978-1-59562-111-5

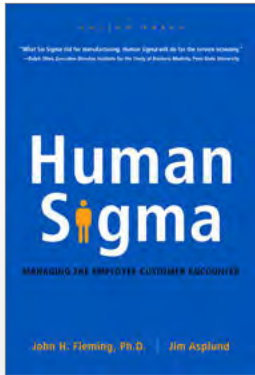
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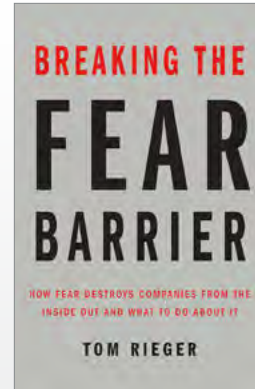
ISBN: 978-1-59562-045-3

Human Sigma

Managing the
Employee-Customer Encounter

BY JOHN H. FLEMING, PH.D., AND
JIM ASPLUND

Six Sigma changed the face of manufacturing quality. Now, Gallup's HumanSigma is poised to do the same for sales and service organizations by offering an innovative research-based approach to one of the toughest challenges facing companies today: how to effectively manage the employee-customer encounter to drive business success. In *Human Sigma*, Gallup shows you how to manage human systems for growth. This book blends strategic analysis with hands-on, practical steps and advice. Based on research spanning 10 million employees and 10 million customers around the world, the HumanSigma approach combines a proven method for assessing the health of the employee-customer encounter with a disciplined process for improving it.



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Breaking the Fear Barrier

How Fear Destroys Companies
From the Inside Out and What to
Do About It

BY TOM RIEGER

The greatest threat to an organization's success is not always the competition. Often, it is what a company does to itself. *Breaking the Fear Barrier* explores how fear creates bureaucracy and barriers that limit success, crush employees, and infuse frustration and a sense of futility across an enterprise. These barriers cost organizations a fortune in inefficiency, turnover, waste and demoralization. However, although difficult, courageous leaders can tear down these barriers by resetting rules and policies, refocusing on the organization's mission, creating true empowerment and appropriate accountability, and establishing shared goals and guiding principles.



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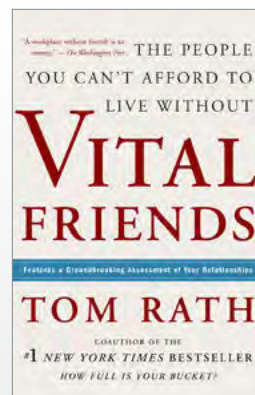
ISBN: 978-1-59562-005-7

Married to the Brand

Why Consumers Bond With Some Brands for Life

BY WILLIAM J. MCEWEN

Companies spend millions every year courting consumers and trying to build their business using flashy advertising, celebrity endorsements, loyalty programs and elaborate “relationship management” software. They may get rave reviews, win impressive awards and even raise brand awareness. But most marketers still aren’t emotionally connecting with consumers. Many are great at wooing a “first date” — but lousy at creating a lasting marriage between buyer and brand. Decades of Gallup’s research into consumer psychology finds that emotional connections between the buyer and the brand can be measured and managed. *Married to the Brand* tells the story of what makes profitable brand relationships work — through the eyes of the consumer, not the marketer. Packed with compelling stories and discoveries from a worldwide consumer database, this book explores why people bond with some brands and not others. If you’re a marketer who wants to win, this book is essential.



Hardcover \$22.95

ISBN: 978-1-59562-007-1

E-book \$22.95

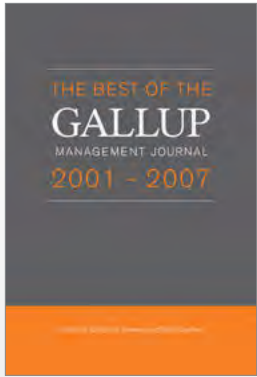
ISBN: 978-1-59562-036-1

Vital Friends

The People You Can’t Afford to Live Without

BY TOM RATH

Drawing on research and case studies from topics as diverse as marriage, management and architecture, *Vital Friends* reveals what’s common to all truly essential friendships: a regular focus on what each person is contributing to the friendship rather than the all-too-common approach of expecting one person to be everything. This book examines long-held assumptions about relationships — and discovers that friendship is good for business. *Vital Friends* will change how you look at your family, friends, coworkers and significant others.



Hardcover \$30

ISBN: 978-1-59562-019-4

The Best of the Gallup Management Journal 2001-2007

EDITED BY GEOFFREY BREWER AND BARB SANFORD

The Best of the Gallup Management Journal 2001-2007 features highlights from the first seven years of the *Gallup Management Journal* — later known as the *Gallup Business Journal* — Gallup’s online publication for business managers and leaders. With actionable insights into managing the human side of business, the articles and interviews in this book cover topics like winning customers for life, customer engagement, the best way to get meaningful employee feedback, the 12 elements of great managing, why most advertising doesn’t work and the impact of positive leadership.

Create an Exceptional Workplace to Boost Organizational Growth

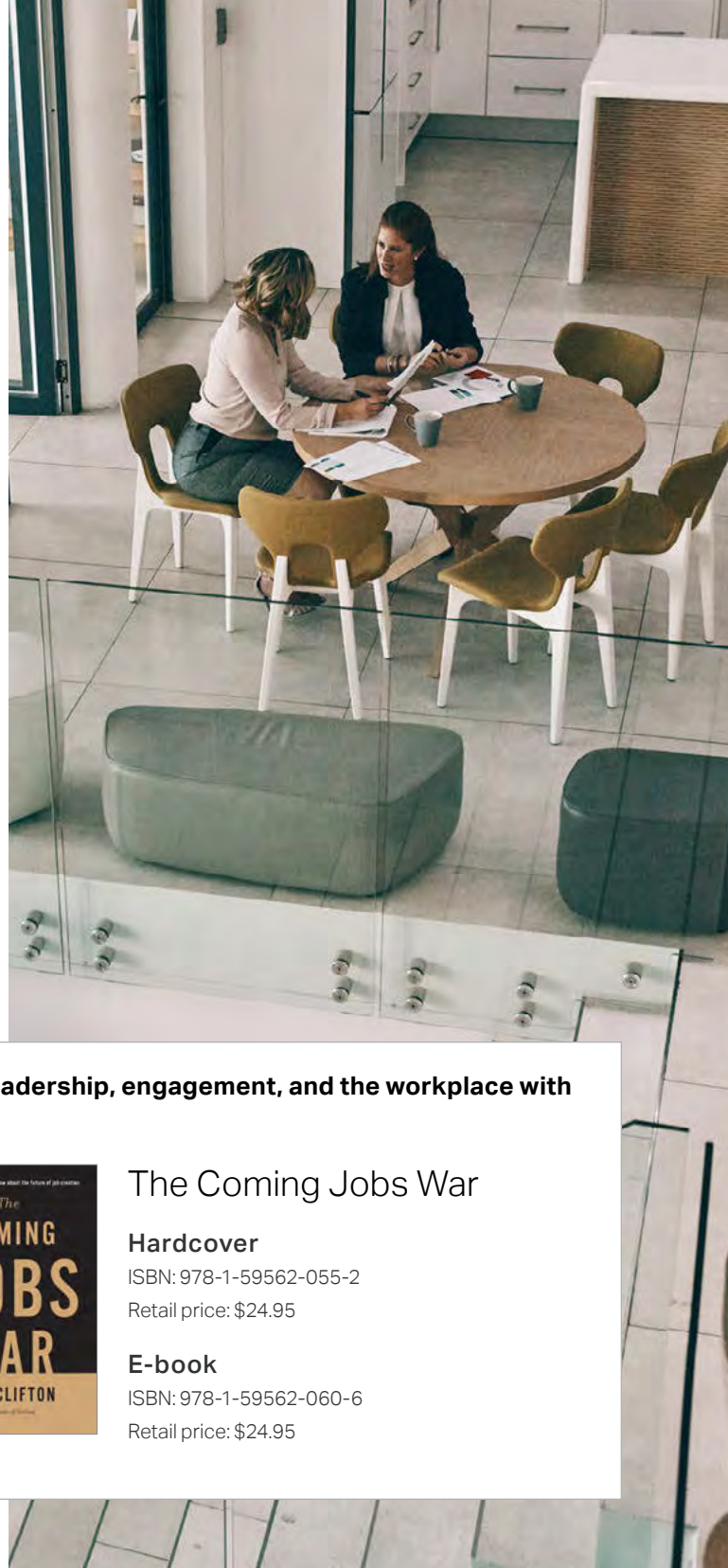
Today's employees want purpose, growth and the opportunity to do what they do best every day. If your managers can't give that to your employees, your employees will become disengaged — and leave.

But great managers create engaged employees. Engaged employees work with passion and feel a profound connection to their company. They drive innovation and move the organization forward.

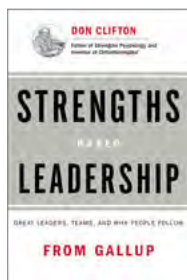
Great managers:

- motivate employees with a compelling mission and vision
- overcome adversity and resistance
- create clear accountability
- build relationships based on trust, dialogue and transparency
- make decisions based on productivity, not politics

Great leaders and managers bring out the best in their employees' performance and produce better business results.



Explore the breadth of Gallup's research on management and leadership, engagement, and the workplace with these additional books:



Strengths Based Leadership

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ISBN: 978-1-59562-025-5

Retail price: \$40

E-book

ISBN: 978-1-59562-031-6

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The Coming Jobs War

Hardcover

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Retail price: \$24.95

E-book

ISBN: 978-1-59562-060-6

Retail price: \$24.95



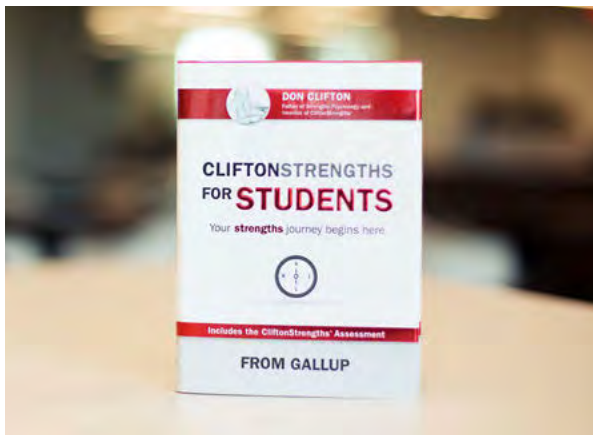
“Our greatest contribution is to be sure there is a teacher in every classroom who cares that every student, every day, learns and grows and feels like a real human being.”

— Don Clifton, Father of Strengths Psychology and Inventor of CliftonStrengths

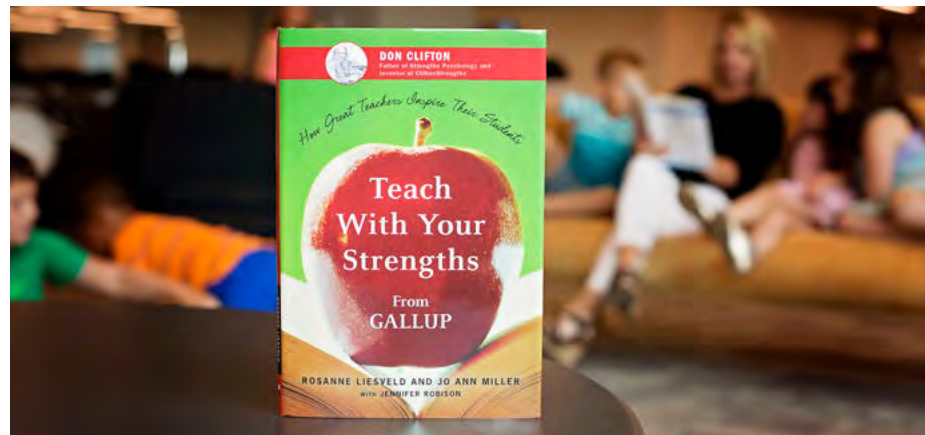
Education

Gallup is leading research into the future of education and creating specialized solutions and tools so schools can help students have great jobs and great lives.

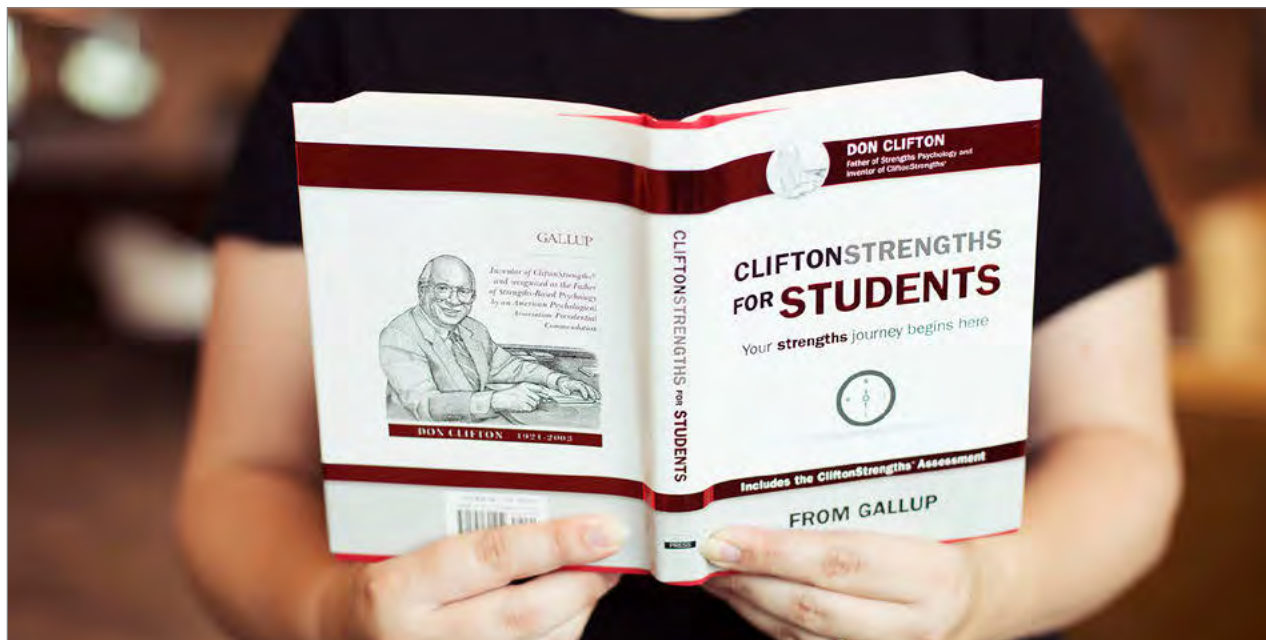
Gallup's books about education help students, teachers and schools thrive.



Gallup's powerful books focused on education inspire hope and self-confidence in students of all ages and improve their chances for academic success. The best schools help students discover their talents and develop them into strengths. When students apply their strengths at any stage in their development — grade school, high school or college — they are more hopeful for the future, engaged and thriving at school, and have a better chance at leading a successful life.



The best schools also have the best teachers. Like successful students, the best teachers focus on their strengths. Learn what these great teachers do differently, and use Gallup's education books for teacher and staff development. Get the tools and practical advice you need to transform your school's culture and maximize your outcomes and goals by focusing on what's strong — not on what's wrong.



“When students not only know their strengths — but more importantly, apply them — the effect on their lives is transformational.”

— CliftonStrengths for Students

CliftonStrengths for Students

College students have a tremendous opportunity to start fresh — to write their own story and apply their strengths to change the world. *CliftonStrengths for Students* gives students the resources, techniques and inspiration to thrive in college and beyond. From getting involved on campus to determining their career path, students can use the ideas in this powerful book to make choices based on their natural talents and what they do best. This book is an invaluable guide that helps students get the most out of their college experiences — and gives campus leaders, colleges and universities the tools to engage students from freshman orientation through graduation.

In *CliftonStrengths for Students*, students will:

- hear how other students have used their CliftonStrengths on campus
- discover how to identify, develop and apply their talents now and in the future

- gain insight on creating effective teams based on CliftonStrengths
- learn how to incorporate meaningful internships and leadership opportunities into their college career
- discover the six key college experiences that are crucial to engagement and job quality later in life

CliftonStrengths for Students includes an access code to take the CliftonStrengths assessment. After taking the assessment, students will receive guides and customized reports that include details, questions, action plans and personalized strengths insights for each of their top five themes of talent.

CliftonStrengths for Students

FROM GALLUP

Hardcover

ISBN: 978-1-59562-125-2

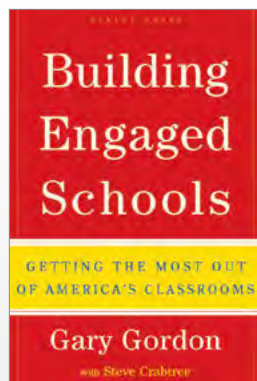
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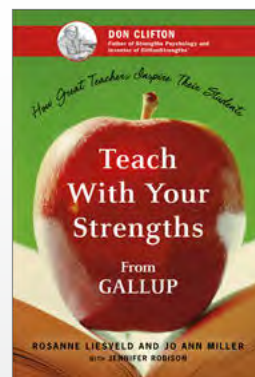
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Building Engaged Schools

Getting the Most Out of
America's Classrooms

BY GARY GORDON WITH
STEVE CRABTREE

In an effort to create the best schools for America's kids, process concerns such as standards, curriculum and testing have overshadowed the importance of people. Too many students are lethargic or alienated; too many teachers have become disillusioned and cynical. *Building Engaged Schools* offers a fresh approach to bring public schools back to life: Get the most out of student and teacher talent. Discover what motivates great teachers and inspires students, and tap into the massive potential in America's classrooms. This book examines the pitfalls of America's public education system and offers data-driven advice on how to foster engagement through hiring for talent and nurturing the talents of teachers and students. Drawing on decades of Gallup research, this book advises educators to focus on developing teacher and student talent on a school-by-school basis.



Hardcover \$29.99
ISBN: 978-1-59562-006-4

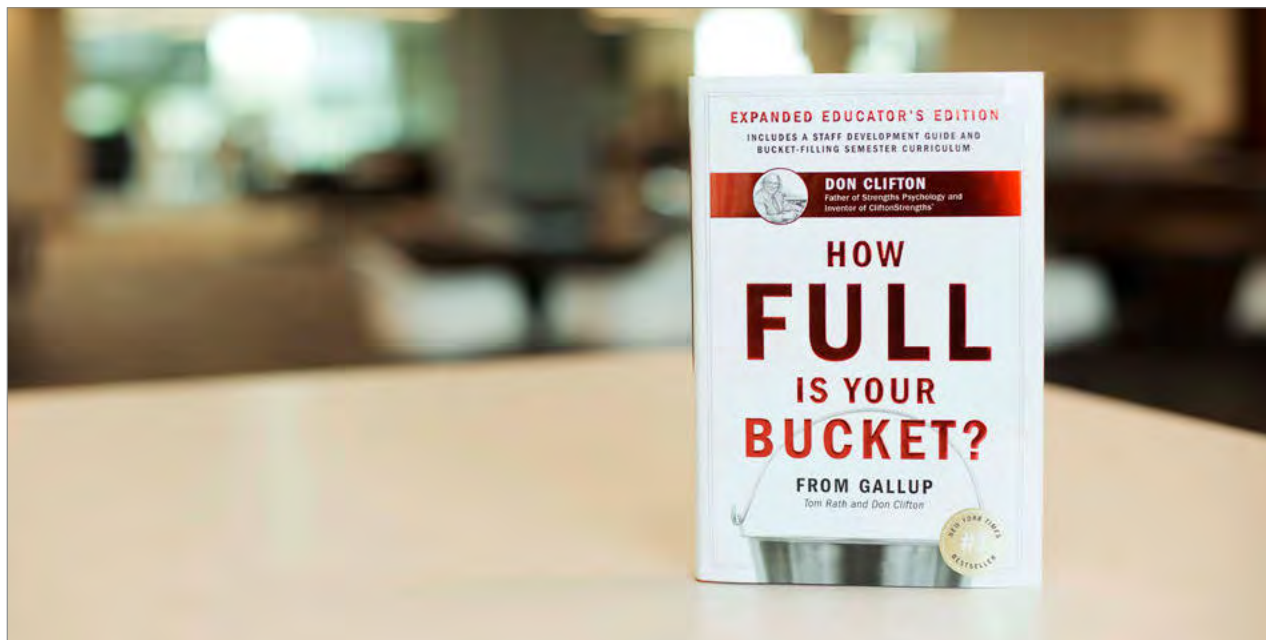
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Teach With Your Strengths

How Great Teachers Inspire
Their Students

BY ROSANNE LIESVELD AND JO ANN
MILLER WITH JENNIFER ROBISON

Learn what great teachers do differently, how they handle difficult students, how they navigate school bureaucracy and how they inspire even the most troubled young people. *Teach With Your Strengths* zeroes in on what makes a great teacher — they focus on their natural talents, and they don't try to fix their weaknesses. Educators who read this book will discover their own innate talents as teachers and will learn how to use those talents to inspire the next generation of students. This book includes access to the CliftonStrengths assessment.



How Full Is Your Bucket? Expanded Educator's Edition

Gallup research shows that student engagement drives positive outcomes at school, including measurable gains in reading, math and science. Increased engagement and positivity also improve school climate. *How Full Is Your Bucket? Expanded Educator's Edition* makes it easy for educators to build student engagement and increase positive emotions in the classroom or any educational setting.

Based on a simple metaphor of a dipper and a bucket and grounded in 50 years of research on the effects of positive and negative emotions, this book shows how even the smallest interactions we have with others profoundly affect our relationships, productivity, health and longevity.

Written in an engaging, conversational style, *How Full Is Your Bucket? Expanded Educator's Edition* includes colorful stories and strategies that will inspire lasting change. This book is a timeless classic that's a must-read for anyone looking to make a positive impact in the classroom — as well as at work and at home. Increase the positive moments in your school while reducing the negative by shining a light on what is right.

The expanded educator's edition includes a bucket-filling curriculum that contains 18 fun, easy lesson plans that educators can adapt for pre-K through 12th-grade students; a staff development guide; and access to the CliftonStrengths assessment.

9 out of 10

people say they are more productive when they're around positive people.

We experience approximately

20,000

individual moments every day. Make every moment count.

The MAGIC RATIO:

5 positive

interactions for every 1 negative interaction.

How Full Is Your Bucket? Expanded Educator's Edition

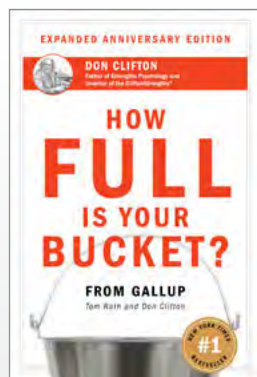
BY TOM RATH AND DON CLIFTON

Hardcover

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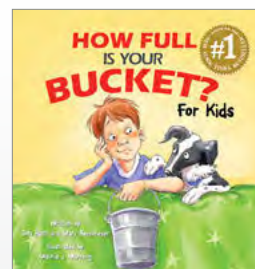
ISBN: 978-1-59562-030-9

**COMES WITH
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How Full Is Your Bucket? Expanded Anniversary Edition

BY TOM RATH AND DON CLIFTON

How Full Is Your Bucket? Expanded Anniversary Edition, a #1 *New York Times* bestseller, reveals how even brief interactions affect your relationships, productivity, health and longevity. Organized around the metaphor of a dipper and a bucket and grounded in 50 years of research on the effects of positive and negative emotions, this book shows you how to increase the positive moments at work and in life while reducing the negative. Filled with relationship insights, powerful strategies and engaging stories, this book will inspire lasting changes in your interactions with others. *How Full Is Your Bucket?* includes access to the CliftonStrengths assessment.



Hardcover \$17.95

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E-book \$17.95

ISBN: 978-1-59562-240-2

How Full Is Your Bucket? For Kids

BY TOM RATH AND MARY RECKMEYER, ILLUSTRATED BY MAURIE J. MANNING

Through the story of a boy named Felix, *How Full Is Your Bucket? For Kids* shows children how every interaction they have in a day makes a difference. As he goes about his day and interacts with different people, Felix realizes that when he is kind, it's not only good for others, but it is good for him too. Written for children ages 3-8, this charming and beautifully illustrated book takes the original book's powerful message — that how we choose to relate to others has a profound effect on every aspect of our lives — and tailors it to children's unique needs and level of understanding.

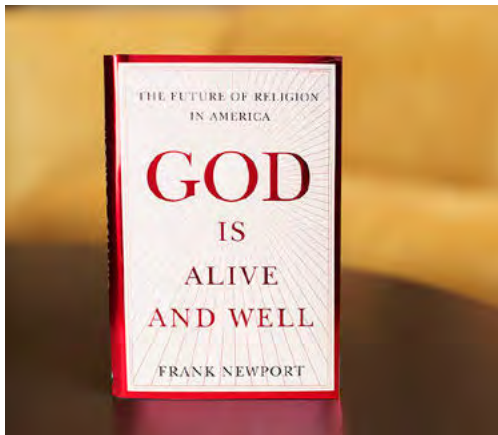


According to Gallup's research, engaged church members are:

- more than 10 times as likely to invite someone to participate in their congregation
- nearly three times as likely to say they are extremely satisfied with their lives
- likely to spend more than two hours per week serving and helping others in their communities
- likely to give three times more to their faith communities annually

Faith

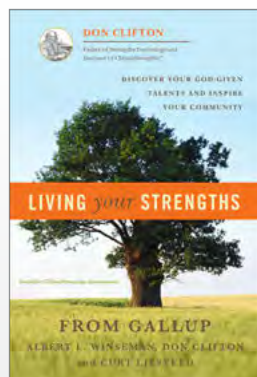
Whether you're looking to enrich your spiritual life, increase your faith community's engagement, or explore broader questions of faith and religion, Gallup's faith-based books offer you a path for your journey.



Spiritual enrichment begins with turning your God-given talents into strengths. Gallup's inspirational books can help you learn more about yourself and your faith — and how to use your innate gifts to discover and fulfill your true calling.

Use Gallup books in your church community to increase congregant engagement, service and participation. Building a thriving church means more than just filling pews. It requires nurturing an active base of engaged members who are involved in and enthusiastic about their church community. Gallup has research-based, often counterintuitive, solutions to the challenges facing churches today.

For a broader look at religion and faith, Gallup offers evidence-based analyses of millions of Americans' religious beliefs and practices as well as fascinating findings of the Gallup Poll of the Muslim World. Learn about religion in America and the powerful connection religion has with every aspect of American society. And find out what Muslims themselves think — not individual "experts" or "extremists" — about important societal questions.



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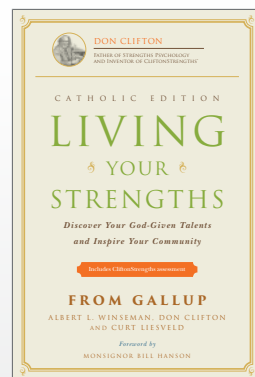
Living Your Strengths

Discover Your God-Given Talents
and Inspire Your Community

BY ALBERT L. WINSEMAN, DON
CLIFTON AND CURT LIESVELD

Even in a country as religious as the U.S., many people feel disconnected from their faith communities. More than half report that they don't get the opportunity to do what they do best in their congregations. Too many people's talents are going unappreciated, and many feel disengaged. But it doesn't have to be this way. *Living Your Strengths* shows you how to use your innate gifts for growth and service — and discover your true calling. Spiritual enrichment begins with turning your God-given talents into strengths. This book guides you as you learn more about yourself and your faith. *Living Your Strengths* includes access to the CliftonStrengths assessment.

ALSO AVAILABLE IN SPANISH



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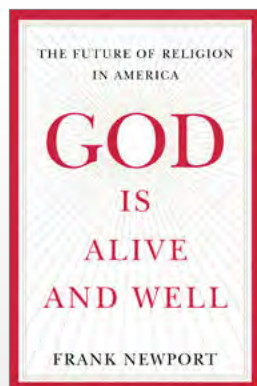
Living Your Strengths Catholic Edition

Discover Your God-Given Talents
and Inspire Your Community

BY ALBERT L. WINSEMAN, DON
CLIFTON AND CURT LIESVELD

American churches are experiencing a power shortage; people aren't harnessing the power of their innate gifts. Does this sound familiar? Do you feel disconnected from your church? Are you not attending Mass as much? Or are you a passionate parish member who wants to become more involved? Too many people's talents are going unappreciated, and many feel disengaged. But it doesn't have to be this way. *Living Your Strengths Catholic Edition* shows you how to use your God-given talents and gifts for growth, service and spiritual enrichment — and guides you as you learn more about yourself and your faith. The Catholic edition includes an inspirational foreword by Monsignor Bill Hanson, pastor of the Church of St. Gerard Majella in Port Jefferson Station, New York. *Living Your Strengths Catholic Edition* includes access to the CliftonStrengths assessment.

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E-book \$24.95

ISBN: 978-1-59562-063-7

God Is Alive and Well

BY FRANK NEWPORT

Gallup's former Editor-in-Chief, Frank Newport, examines religion in America and reviews how powerfully intertwined religion is with every aspect of American society in *God Is Alive and Well*. Gallup finds that Americans' religiosity is highly related to their age, gender, social class, race and ethnicity, state of residence, politics, wellbeing, and support for social and political policies. *God Is Alive and Well* explores an evidence-based analysis of Americans' religious beliefs and practices and predicts the future of religion in the U.S. — all based on more than a million interviews Gallup has conducted since 2008.



Hardcover \$22.95

ISBN: 978-1-59562-014-9

E-book \$22.95

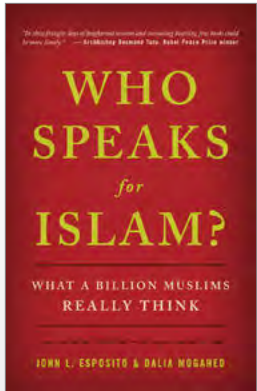
ISBN: 978-1-59562-043-9

Growing an Engaged Church

How to Stop "Doing Church" and Start Being the Church Again

BY ALBERT L. WINSEMAN

What would your church look like if members of your congregation were more likely to invite a visitor, were more satisfied with their lives or spent more time serving others in the community? *Growing an Engaged Church* includes research-based, often counterintuitive, solutions to the challenges facing churches today — declining congregant participation, decreasing contributions and slumping membership. Pastors, church boards and leaders of any denomination will find fresh ideas and answers for how to inspire their church members to be actively and passionately involved in their congregations in this provocative, eye-opening and actionable book.



Hardcover \$22.95
ISBN: 978-1-59562-017-0

Who Speaks for Islam?

What a Billion Muslims Really Think

BY JOHN L. ESPOSITO AND DALIA MOGAHED

Based on the largest study of its kind, *Who Speaks for Islam?* presents the fascinating findings of the Gallup Poll of the Muslim World. As anti-Muslim rhetoric continues to dominate Western society, the missing voices are the personal views of Muslim people. Learn what Muslims themselves think about pertinent societal questions. When asked about their dreams for the future, Muslims say they want better jobs and security, not conflict and violence. Grounded in Gallup World Poll data, not in contentious rhetoric, *Who Speaks for Islam?* brings data-driven evidence — the voices of a billion Muslims, not those of individual “experts” or “extremists” — to one of the most heated and consequential debates of our time. As applicable today as when it was published, *Who Speaks for Islam?* is a must-read for anyone committed to peace and security in our lifetime.



One of the greatest risks to an organization's health is inertia.

The cost of not moving forward, not finding solutions, and not engaging employees and customers is simply too great. Smart leaders know they need to build positive momentum to keep moving themselves, their people and their organizations forward.

Let Gallup help. Our extensive library of books will energize and advance your customers, company, school, church or workplace. Order today.

Availability and price of products subject to change.



The term “builder” encompasses a variety of people who are engaged in the process of building something that creates economic energy where none had existed before.

Building and Entrepreneurship

Humans are born to build. We need fulfillment, engagement and meaning in our lives. Each of us has the seed of an entrepreneur — or “builder” — inside of us, expressed through the personal passions we pursue throughout our lives.



Today’s builders aren’t just in university labs, incubators or Silicon Valley. A builder can be a dentist building a practice, a pastor building a congregation, a chef building a restaurant, a software engineer building a web application, a student building a startup or a corporate executive building a new line of business.

But builders move beyond inventing something, pursuing their personal passion and mere self-sufficiency. They go beyond innovation. They find customers for their ideas, solutions and inventions. They secure resources to launch for-profit or nonprofit organizations. Business builders turn ideas into customers. They’re the primary source of new economic energy to any economy.

To find and develop highly talented builders, Gallup created the Builder Profile 10 — an assessment that identifies 10 innate talents that successful builders share. When builders understand

and use their greatest talents, the odds of reaching business success skyrocket.

Highly talented builders, compared with their less talented peers, are:

- three times more likely to build large businesses and to grow them significantly
- four times more likely to create jobs
- four times more likely to exceed profit goals
- five times more likely to exceed sales goals

Talented builders generate innovation within existing organizations, or they create startups. And they focus on growth and job creation. Communities and organizations that identify and develop talented builders will create new businesses, quality GDP and job growth.



"Humans are born to build. People seek fulfillment, engagement and meaning in life."

— *Born to Build*

Born to Build

People will ask you throughout your life, "Where do you work?" and "What do you do?" They never ask you, "What are you building?"

When conversations change to "What are you building?" you will change, and so will the world.

Written for anyone trying to figure out how to make the most of their lives, *Born to Build* seeks to inspire entrepreneurs and ambitious, self-motivated people to build something that will change the world. A builder's venture could be a small business that grows into a mammoth enterprise, a thriving new division in an existing company, a nonprofit, a social enterprise, a church, a school — anything that creates economic growth and makes a lasting impact on society.

This book offers inspiration and motivation, as well as practical steps to build an enterprise of any size from

scratch. It gives you the tools and techniques you need to understand who you are, what motivates you and what you can build — and how to build it. By following the steps in *Born to Build*, you will have the tools to build a sustainable, profitable and scalable venture

Born to Build includes:

- A unique BP10 access code — take the online assessment to reveal your unique builder talents
- Tools and resources — download full, editable versions of these tools to set specific goals for each stage in your builder journey and to track your progress
- Step-by-step guide — create your success using scientifically proven and actionable steps

Born to Build

How to Build a Thriving Startup, a Winning Team, New Customers and Your Best Life Imaginable

BY JIM CLIFTON
AND SANGEETA
BADAL, PH.D.

Hardcover

ISBN: 978-1-59562-127-6
Retail price: \$29.99

E-book

ISBN: 978-1-59562-128-3
Retail price: \$29.99

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ISBN: 978-1-59562-060-6

The Coming Jobs War

BY JIM CLIFTON

Everyone in the world wants a good job. This is one of Gallup's most important discoveries. In *The Coming Jobs War*, author Jim Clifton, Gallup's chairman, offers a prescription for attacking the jobs issue head-on and argues that the solution to creating good jobs must be found in cities, not in the federal government. Clifton makes the bold assertion that job creation and successful entrepreneurship are the world's most pressing issues, outpacing runaway government spending, environmental degradation and even the threat of global terrorism. Drawn from Gallup's unmatched global polling, this book offers a definitive leadership strategy for fixing the American economy.



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Entrepreneurship in Nebraska

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Using Gallup's extensive survey findings, *Entrepreneurship in Nebraska* reveals the attitudes of small-business owners and the general public about topics like starting a business, entrepreneurship education, economic development, and business transition and succession. While this book investigates the vital role of entrepreneurship in the Nebraska economy, it has broad applications beyond Nebraska. The book's comprehensive analysis can serve as a model for any state to advance its entrepreneurship — with steps to create a dynamic and competitive economy that fosters growth, job creation, and expanded wealth and philanthropy.

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