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***Motivate Your Team in 30 Days*
by Bob Urichuck
and Dave Urichuck**

--New book reveals the keys to boosting team morale, productivity, and effectiveness

It's a fact: people are the biggest asset in every organization. If you do not treat them as such, your bottom line inevitably suffers – it's that simple.

“Leadership is about people. Take care of your people and your people will take care of your bottom line,” says Bob Urichuck who, along with his son Dave Urichuck, works with organizations to get bottom line results through an ongoing disciplined approach to sales, motivation, leadership and teamwork.

So how do you extract optimal morale, productivity, and effectiveness from your employees? Enter their new book, *Motivate Your Team in 30 Days*, an interactive guide with self-discovery exercises and engagement and empowerment strategies that equip leaders to motivate their teams.. The first and most crucial lesson? You can't actually motivate anyone to do anything – you must create an environment in which people motivate themselves.

“As a leader you need to facilitate, and not dictate, to make it easier for others,” Bob points out. “You do that by engaging and empowering your team to identify a level of effectiveness percentage rating, or a baseline to work from. Then, you have them recognize positive contributing factors, identify areas of improvement – more specifically what is under their control, brainstorm solutions, and leave it to them to implement those solutions, as they own those solutions, not you.”

Motivate Your Team in 30 Days provides a step-by-step process with daily workday, or weekday, activities, first for the team leader and then as a facilitator for the team members. It is ideal for all leaders and future leaders, from leading oneself to teams of all sizes, from entrepreneurs to small businesses to Fortune 500 companies.

Through the engaging, insightful process that *Motivate Your Team in 30 Days* teaches, readers will learn how to:

- Motivate yourself before others
- Prepare to facilitate a Team Effectiveness Meeting and Team Effectiveness Day
- Identify what you and your team want, and turn those desires into achievable goals
- And finally, turn those goals into a reality

“The key is to stay disciplined and do each day’s activity as it comes up. By doing so, we guarantee you will have a highly motivated team one month after you start the process,” Bob adds.

Bob Urichuck is an internationally renowned Velocity Selling Specialist, the creator of the “Buyer Focused” Velocity Selling System and a virtual sales training platform, VelocitySelling.com. With some fifty years of sales experience, ranging from door-to-door sales to corporate high-value boardroom sales, he has accumulated a wealth of experience in selling to individuals and big corporations.

For the last twenty years, Bob has inspired, educated and empowered Fortune 500 companies and mid-sized businesses to increase the velocity of their sales and the strength of their bottom lines. Using Singapore, Dubai and Ottawa, Canada, as his ongoing hubs, he has spoken in more than 1,500 cities in over forty-five countries to audiences of up to 10,000 people.

Bob has been recognized as Consummate Speaker of the year and ranked in the top 10 of the World’s Top 30 Sales Gurus since 2008.

He is a Certified Sales Professional, Certified Master Trainer and Certified Social Entrepreneur who has adopted through Free the Children a village in Sri Lanka where he is financially responsible for the medical care and education of over 700 children who survived the deadly tsunami of 2004.

Dave Urichuck is a social entrepreneur, a landlord, and a property owner. He manages a successful business and eagerly shares his entrepreneurial knowledge and experience as a motivational leader and international speaker. Dave has achieved Advanced Level Bronze Certification in *Toastmasters International*, Ontario, Canada. One of his many passions is travelling the world. He has already visited 32 countries and spoken to diverse audiences in six of them.

Websites: www.BobU.com; www.daveurichuck.com

***How to Motivate Your Team in 30 Days* can be purchased from Amazon, BarnesandNoble.com and through all major booksellers**

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