

REVVED

Harry Paul and Ross Reck,
New York, McGraw-Hill, 2006

Revved is a management parable which aims at providing an easy three-step solution for energizing and motivating teams to get the best results. It is a follow-up of the authors' earlier book Fish, where the purpose was to boost morale and improve results by bringing fun and passion in the work environment.

Revved is to the point and easy read. The authors have tried to convey that once an individual starts taking control of his emotions and situations the task of motivating people narrows down to a simple exercise of taking care of the employees.

The authors emphasize that even the best leaders have personal problems at some time or other. However an effective leader is the one who reaches down inside himself to find the strength to keep his emotions in check, especially at the work place.

The authors have tried to bring out lessons with the help of the protagonist, Katie Adams, a supervisor in the human resource department in a large pharmaceutical company. The book deals with her personal crises and how these crises sabotage her professional life. As a solution to the problems of the protagonist, the authors prescribe a programme "looking out for number two." It is a three-step solution to gain back the trust and respect of employees and to motivate them for higher results.

The authors call the first step "winning them over." The goal of this step is to turn the employees into enduring allies and get them excited about going the extra mile in their work. This step involves simple changes in behaviour like smiling at employees and saying something positive to them. The authors insist that most of the people fail to gauge the strength of this step as it is too simplistic. However, this step gives instant results if practised regularly.

The next step is termed as “blowing them away.” The goal this time is to take the excitement created by the first step to the next level. It involves identification of people who have gone the extra mile, and then blowing them away with the expression of appreciation so that they would want to go that extra mile at every opportunity they get.

The authors emphasize that, to really energize the employees, the supervisor should not just show interest in employees but he should also blow them away by doing something incredible and unexpected.

The last step, “keeping them Revved,” is centered on keeping the excitement at the next level indefinitely by consistently and sincerely maintaining positive relationships. The authors insist that enthusiasm can be maintained by practising the first two steps, not only at workplace but in all aspects of life.

Like the previous book Fish, the authors have tried to make this book short, simple, and to the point. Both follow the same style of using a parable to illustrate the lessons. However, Fish was more fun to read and indulging than Revved. Fish provided its readers with a quick reference tool and easy practical solutions for energizing the workplace. The aim of the authors in both books is same providing readers with a practical tool kit. However, the solutions provided in Revved as against Fish are too simplistic for the complex motivational problems in organizations. Many a time motivating people involves more than a caring, attitude towards them and these aspects have not been covered in the tool kit. Thus, the readers of Fish might be in for some disappointment.

Nonetheless, the lessons and the illustrations cited in the book will remain with the audience. Their use of creative language in the form of punch words will certainly influence the audience to apply the lessons for transforming their lives.

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