



# O Great One!: A Little Story About the Awesome Power of Recognition

*David C. Novak , Christa Bourg*

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Jeff took a deep breath to calm down. He was about to stand in front of the employees of the Happy Face Toy Company's faltering Cleveland factory. As the new CEO, he'd been advised to close this factory as soon as possible, but he wanted to see it first. "How hard could this be?" he wondered, gathering the courage to ask them about their jobs.

**He had no idea what he was in for.**

When was the last time you told your colleagues how much you value them? It sounds like a trivial thing in the middle of a busy work day. But as David Novak discovered during his years as a hard charging executive, there's nothing trivial about recognition. It can make a life-or-death difference to any organization, when people see that someone important really notices and appreciates their contributions.

Rather than explain the power of recognition in a typical business book, Novak decided to write a fun story that draws on his real-world experiences at Pepsi and Yum! Brands, as well as his personal life.

The story opens when Jeff Johnson becomes the third-generation CEO of his family business, after the sudden death of his father. The Happy Face Toy Company had many hits in the 1950s and 60s, including Crazy Paste, but its results have been declining for more than a decade. The board has given Jeff just one year to turn the business around, or else they'll have to sell it to the highest bidder.

As Jeff races to save his family's legacy by getting the company back on track, he meets downtrodden factory workers and an uninspired executive team. Then a birthday gift from his own grandson gives Jeff an important insight into why Happy Face lost its old culture of innovation and excitement, along with its profitability. Jeff comes up with an idea that seems crazy... But is it crazy enough to work?

Whether you're trying to lead a small department, a Fortune 500 company, a non-profit, or your own family, the lessons at the heart of *O Great One!* can help you make everyone around you happier and more effective.

## O Great One!: A Little Story About the Awesome Power of Recognition Details

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# From Reader Review O Great One!: A Little Story About the Awesome Power of Recognition for online ebook

**Maribel says**

What a powerful book! I'm getting this for the leaders in my life!

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**Alan says**

**Inspiring and powerful!!!**

OGO is an awesome book! It's a quick and easy read which will make you feel good from start to finish. Anyone interested in business will be better for it!

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**caryn says**

People forget the power of recognition. It's not the only factor for success but it is a key one. I've actually ordered a few copies to share with coalition members to determine how we can utilize recognition with our board. It also perfectly aligns with the Social Development Strategy which we teach in the community. :)

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**Melissa says**

I've wavered on this book since I began. It's a wonderful book/story and very inspirational. I went into it for personal, not business, reasons. Started reading and it was so business focused so I stuck with that, then woke today and found myself implementing, in thought, ways I could have in the past and will in the future make this a focal point more than I ever have. I always thought I had done this efficiently in my life, however now I see it needs to be done more and even more thought out.

I need to chew on this for awhile. Wavered on my rating from 3 to 4 to 4 1/2 back 3 1/2 at one point a 5. At points I wanted to keep reading and was excited to see the outcome. While at others there were pages I felt were just slogging along and wanted to get to the point. Over all it's a book I'd highly recommend for the base message it sends. A fantastic message everyone should put into use every day! Even at its slim 240 pages, I believe it could have been shortened even more. Especially since this is a *perfect* book gift for everyone in all areas of life. If everyone implemented the message of recognition and more importantly, personalized recognition, this world would be an entirely new a refreshing one.

Many thanks to #PenguinRandomHouse for providing me a copy of this book which I recieved through the #Goodreads First Reads program. #OGreatOne by #DavidNovak #2016BookReleases #BusinessBooks #MotivationalBooks #2016Read

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**Gela says**

"First Reads Goodreads Win"

This book is awesome! It's very motivational and inspiring. I think all business owners should read this and it should replace, "The Seven habits of highly effective people" that government jobs love to push so damn much.

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**Laura says**

A terrific story about the power of recognition. It flows quickly through the story, hitting on the important points without any fluff. I thought the conversations the main character has with others, and his thoughts, feelings, and struggles while coming up with, rolling out, and championing his new idea felt very realistic. The book, in a real clear and human way, shows important recognition is. Much better than an article or a textbook that simply tells you.

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**Wellington says**

Forgetting to choose a book to bring to the my toddler's play date at the library, I just chose the most interesting book on the new book shelf and here I am < 16 hours later writing the review.

With a hero and a fairy tale of obstacles and characters to overcome, it's more of a fable than a book. It's agreeable fable that will leave a pleasant taste in your mouth, though won't give you much to chew on.

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**Puttipong Thumperawat says**

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**Cathy Sites says**

A tad corny (ok, a lot of corn goes into this one) but the principle of making sure people know you are watching, that you really SEE them, and that you care is a good one. When you are being sincere, saying thank you in a meaningful way goes a long way.

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## **Jane Abo says**

I only wish there was a way for every administrator in my school to make this mandatory reading.

I loved every moment of this inspiring story. It reinforces my beliefs and would work for anyone in so many levels.

I just finished it and started it again!

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## **Eric says**

Set as a fable, this easy to read book follows Jeff, an IT success who is appointed to take over the failing toy company his grandfather created. Jeff quickly learns that his employees possess low morale and disinterest which is ultimately impacting the company's ability to be successful. As a result Jeff implements a cultural change focusing on recognition, wins over his reluctant and questioning management team, and institutes a 10 point recognition plan.

Again, I enjoyed this book immensely, and found it quite simple to read, and was able to complete the book in less than 2 hours. The nice aspect of the story as a fictionalized tale, is that I believe that is has been easier to remember the 10 main points.

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## **J. Ewbank says**

This book by Novak is an excellent book on motivation by using the awesome power of recognition. Rather than discuss or sermonize on how recognition can change our relationships in business Novak tells a story about how recognition is changing a company. Reminds me of a book I read long ago but do not remember the title. It is amazing that the power of a story is able to convey the power of recognition. Recognition is not just for business but really can and should be a part of our daily lives in our families and whenever we are with others. Received it from Goodreads giveaway.

J. Robert Ewbank author "John Wesley, Natural Man, and the Isms" "Wesley's Wars" "To Whom It May Concern" and "Tell Me About the United Methodist Church"

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## **Jeremy says**

The book drives home one point and one point alone: The underlying message that in any organisation, project or group, it is all about the people, and they need to know they are valued.

Sounds like a relatively simplistic idea; it's not. To design an organisation around this is harder than one could imagine. I like how the story brings this entire execution alive; with equal part drama and realism.

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## **Paiman Chen says**

### 10 Guiding Principles” of Recognition

To benefit your most outstanding employees and your entire company, put these 10 basic principles of recognition to work at your organization:

“People won’t care about you if you don’t care about them” – Demonstrate that your employees are important and that you want them to succeed.

“The best way to show people you care is to listen to them” – You can’t cater to other people’s needs, wants and hopes if you don’t know their goals. So listen. Each person has a special contribution to make.

“A great idea can come from anywhere” – The best ideas don’t always pop up from the most accomplished, experienced leaders. People at subsidiary levels often suggest innovative concepts because they best understand the firm’s processes in their areas.

“Recognize great work and great ideas” – Recognition encourages more superior work and makes people excited about developing and submitting high-quality ideas.

“Make recognition a catalyst for results” – Honoring positive results sparks further superior effort. Base recognition on genuine, impressive results. Recognizing people for anything less – for example, long terms of service – cheapens your recognition of meaningful accomplishments. But do throw parties to recognize employees with lengthy tenures.

“Make it fun” – “Take the business seriously, but not yourself.” Make your recognition events enjoyable for everyone. Your recognition events should involve everyone and raise the overall level of enthusiasm. “Create shared experiences that are fun.”

“Make it personal” – Plaques and certificates of achievement are too impersonal. They imply minimum consideration about the person receiving the award. Make your token of recognition original, memorable and perfectly suited for the recipient.

“Recognition is universal” – Everyone – no matter his or her gender, ethnicity, religion or age – loves to be recognized for a job well done.

“Giving recognition is a privilege” – Honoring others is a reward for them and for you.

“Say thank you every chance you get” – “The two most powerful words in the English language are ‘thank’ and ‘you.’ They are easy to say and it doesn’t cost you a thing.”

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## **Hemlet Kiai says**

truly inspiring! recognition something we take for granted until someone is dead. the 10 guiding principles is great!

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