



Title: ***The Encore Effect***

Author: Mark Sanborn

The Encore Effect, written by Mark Sanborn, author of the national bestseller, *The Fred Factor*, provides us with good old-fashioned common sense combined with a mix of faith, personal stories and business world examples to inspire us to do our best. At 130 pages, it is an easy read. In fact you might look at *The Encore Effect* as a condensed version of the *7 Habits of Highly Effective People*. The lessons in this book will either remind you or teach you how to give remarkable performance in anything you do.

What is the encore effect? It is delivering a remarkable performance of any kind that is so good that people call you back for more. We achieve the encore effect when we move people to act, make people feel good, make people laugh or stimulate people to think.

We all have a choice to be remarkable or to be routine. It is the remarkable performance which creates strong bonds and relationships, and which keeps people coming back to us for more. Sanborn has come up with a Performance Development Agenda (PDA) where passion plus discipline plus action equals remarkable performance. It requires that a person follow six key practices: Passion, Preparation, Practice, Performance, Polish, and Avoiding Pitfalls. Each chapter covers one of the six P's to teach us how to achieve the encore effect.

To find your passion, ask yourself, What you would love to spend the rest of your life doing? Passion invigorates and inspires us to perform remarkably. Sanborn covers different approaches to bring passion to one's work - even when you aren't passionate about the thing you're doing. While passion is the fuel that drives performance, you also need the consistent and persistent effort that comes from discipline.

Chapter 11 titled, "How to Help Others Perform Remarkably," was my favorite. It reminds us that the greatest, most remarkable encore is not the one that you receive, but the one you help others to receive.