



# **Pull Thinking (Harness the Power of Pull to Fuel Growth and Ignite Performance by Aligning People, Culture and Purpose. Book 1)**

*Kenneth E. Meyer*

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People will never understand their purpose at work until they understand their purpose of work. Everyone has a need to align to (connect with) the purpose of work with their personal vision.

Pull Thinking is a framework that pulls alignment among people with diverse disciplines, methods, and ideas. The result: an ultimate service experience.

This is the definitive book on transforming human and organizational performance. It's the reference book behind the revolutionary performance methodology—Pull Thinking. In it, you'll find a step-by-step, easy-to-share approach that details how you can quickly optimize human performance and open the way to greater profitability. More than a good read, this book delivers hard-and-fast tools you can immediately put to work, with plenty of case studies, supportive learning examples and practical, real-world guidance for team leaders.

### Editorial Reviews

"Pull Thinkng has had the biggest positive impact on our company, more than anything else we've done." -- Jeff Crabtree, Executive Vice President & COO, Metron North America

"As a writer, I'm trained to be skeptical. When something affects me like this, it's the real deal." --Kevin Howarth, Managing Editor, TechLINKS Magazine

"My experience with Pull Thinking is that it is way undersold. There is a great depth of practical value here." --Randy Randolph, National Sales Manager: Business Solutions, Communications Data Services, Inc.

### About the Author

For Ken Meyer, Pull Thinking is more than just a book title - it's the culmination of a 30-year journey that is transforming both companies and people. His quest began by asking, "What's missing in our education that would make change easier?" He found the answer in the Pull Principle. Since then, he has been pioneering, teaching and applying Pull Thinking to a variety of situations with different needs - all with successful results. Ken's Pull Thinking tools, captured in this book, have enabled him to win the support of executives, managers, supervisors, professionals and hourly personnel alike by helping them create both a passion for performance and business excellence with integrity.

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