

**FOR IMMEDIATE RELEASE**

**COMPANIES CAN SUCCEED BY “PARTNERING FOR PERFORMANCE”  
WITH EVERY SINGLE EMPLOYEE**

*New FT Press book, **Helping People Win at Work**, reveals how WD-40 Company put Ken Blanchard’s “Partnering for Performance” principles to work with extraordinary results*

New York, NY- In this tough economy, companies need to do whatever they can to succeed, and that means helping employees to be their best by doing their best. Is there anything companies do to ensure that this happens? Is there a system they can follow? The answer is “yes.”

The answer comes in WD-40’s system, “Partnering for Performance,” built on principles introduced by the legendary Ken Blanchard and his colleagues. In ***Helping People Win at Work: A Business Philosophy Called “Don’t Mark My Paper, Help Me Get An A”*** (FT Press, ISBN-10: 0137011717, \$21.99, hardcover, 212 pages, June 2009),” Blanchard and WD-40 Company CEO Garry Ridge show exactly how they put those principles to work. The book reveals the obstacles they needed to overcome, the techniques used to overcome those obstacles, and the remarkable results they have achieved. Even more valuable, Blanchard and Ridge present specific, hard-won lessons any company can use to improve performance and employee engagement at the same time.

*Helping People Win at Work* reveals to managers how to:

- Transform performance review into a powerful competitive advantage
- Help people reach their full potential, and build a truly great place to work – even in tough times
- Stop building failure into your mentoring system, and partner to help nearly everyone succeed
- Agree with each employee on exactly what to evaluate and how to evaluate it
- Use Blanchard’s powerful Situational Leadership® II techniques to guide people through all four stages of mastery
- Build a tribe and culture that shares knowledge and encourages non-stop learning

Since implementing Blanchard's approach to performance management, WD-40 Company's capital value has nearly doubled – and, with sales per employee of \$1.1 million, they've accomplished this with exceptional efficiency. What's more, the company's 2008 surveys found 94% of its people say they are "fully engaged" in their work. This statistic is even more striking in context: Gallup's recent research finds that only 29% of employees elsewhere say they're actively engaged at work.

"These remarkable engagement figures are a direct outgrowth of WD-40's radically different approach," says Blanchard. "In many companies, people are forced into a normal distribution curve, or even worse, rank ordered. Not only does this not build trust, it also does not hold managers responsible for coaching people and helping them win. Life is all about getting 'A's, not some stupid distribution curve. Garry Ridge got this. And, wow, what a difference it has made in WD-40 Company's performance."

*Helping People Win at Work* is the first book in the new "Leading at a Higher Level Series" books that will show how real business leaders and their companies are successfully applying Blanchard's management principles to achieve worthwhile results while acting with respect, care, and fairness for the well-being of all involved.

Please contact **Laura Czaja**, PR Manager for FT Press at 212-641-6627 or [laura.czaja@pearson.com](mailto:laura.czaja@pearson.com) to arrange an interview with Ken Blanchard, request a book, or an excerpt from the book.

Check out the book online at:

<http://www.blanchardlearning.com/templates/product.asp?product=17360>  
[www.helppeoplewinatwork.com](http://www.helppeoplewinatwork.com)  
<http://www.ftpress.com/store/product.aspx?isbn=0137011717>

### **ABOUT THE AUTHORS**

**Ken Blanchard**, chief spiritual officer of The Ken Blanchard Companies, has had an extraordinary impact on the management of millions of people. Honored by Amazon as one of the world's 25 best-selling authors, his blockbuster books include *The One Minute Manager*; *Leadership and the One Minute Manager*; *Raving Fans*; *Gung Ho!*; and, most recently, *Leading at a Higher Level*, the companion to this book. **Garry Ridge** is President/CEO of WD-40 Company. He teaches leadership, talent management, and succession planning at the University of San Diego's Executive Leadership program, and has been named Director of the Year for Enhancement of Economic Value by the Corporate Directors Forum. A native of Australia, he has served as national vice president of the Australian Marketing Institute and the Australian Automotive Aftermarket Association.

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*Helping People Win at Work*

**Ken Blanchard, Garry Ridge**

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