

*"Fear and doubt are the two greatest enemies of high performance in the workplace. This powerful book shows you how to instill more and more courage and confidence in every person, releasing personal potential you didn't know you had available."*

— Brian Tracy, author of *Eat That Frog!* and *Goals!*

# Courage Goes to Work

**Helping employees develop a little more courage—and deliver a lot more results.**

Tired of managing “comfeartable” employees—workers who are either too comfortable or too fearful to do things differently and deliver results?

Meet Bill Treasurer. A workplace expert specializing in courage-building, Treasurer is on a mission to help managers create a more courageous workforce.

The good news? According to Treasurer, courage can be learned. “It’s a skill—teachable and learnable—that managers can help workers develop.” Better yet, says Treasurer, we’re not talking about extraordinary courage—the superhuman kind—but ordinary, everyday courage. “It’s about helping employees be a little more courageous in the face of day-to-day fears.”

In the tenth-anniversary edition of his trailblazing book, ***Courage Goes to Work: How to Build Backbones, Boost Performance, and Get Results*** (Berrett-Koehler Publishers; reprint May 7, 2019), Treasurer presents a step-by-step process for developing workers’ courage and delivering business results.

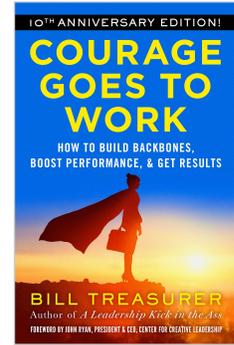
He differentiates what he calls the Three Buckets of Courage: *TRY* Courage, having the guts to take initiative; *TRUST* Courage, being willing to follow the lead of others; and *TELL* Courage, being honest and assertive with coworkers and bosses.

For each of these buckets, Treasurer lays out success stories from real-life managers to show how courageous workers:

- Take on more challenging and complex projects
- Seek opportunities to stretch their skills and capabilities
- Speak up more frequently and forcefully
- Respond to company changes with more ease and enthusiasm
- Demonstrate more confidence, commitment, and creativity

Aristotle said that courage is the first virtue because it makes all other virtues possible. It’s as true in business as it is in life. With more courage, workers engage with one another with honesty, accuracy, and passion. “Problems” become opportunities and challenges. The work environment becomes imbued with a feeling of momentum. Courage refreshes, recharges, and recommits workers in ways that will benefit their careers and their companies.

— more —



**Choose Courage. Because Fear Is Bad for Business.**

Fear-based management creates havoc in business. It makes workers clam up, restricting the feedback that’s necessary for good decisions. It heightens suspicions and undermines trust. It causes workers to be preoccupied with their safety, strangling their willingness to extend their skills and take risks. It lowers morale and builds resentment. Ultimately, fear lowers confidence, standards, and profits.

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# About the Author

**BILL TREASURER** is founder and chief encouragement officer (CEO) of Giant Leap Consulting, a courage-building training consulting firm. He is the author or editor of six books, including the international bestseller ***Courage Goes to Work***, which introduces the new organizational development practice of courage-building.

Treasurer's 2017 book, *A Leadership Kick in the Ass*, was praised by renowned author Jim Kouzes as "one of the most unique and valuable books you will read all year." His 2014 release, *Leaders Open Doors*, became the number-one leadership training book on Amazon.

A renowned workplace expert, Treasurer developed the world's first off-the-shelf courage training program, [\*Courageous Leadership: A Program for Using Courage to Transform the Workplace\*](#), for organizations large and small.

Over the past two decades, Treasurer has designed and delivered leadership and succession planning programs for experienced and emerging leaders in organizations such as NASA, Accenture, eBay, Saks Fifth Avenue, Hugo Boss, UBS Bank, Lenovo, the Pittsburgh Pirates, the Centers for Disease Control and Prevention, the National Science Foundation, and the U.S. Department of Veterans Affairs.

Prior to founding Giant Leap Consulting, Treasurer was an executive in the change management and human performance practice at Accenture, a \$35 billion management consulting firm. He became the first full-time internal executive coach at Accenture, where he coached senior executives to become more courageous leaders.

Treasurer holds a Master of Science from the University of Wisconsin and attended West Virginia University on a full scholarship.

He is an avid whitewater kayaker and a former member of the U.S. High Diving Team, where he often performed as the fire-diving superhero "Captain Inferno." He lives in Asheville, North Carolina, with his family and is a professional speaker and frequent media source.

For more information, visit [GiantLeapConsulting.com](http://GiantLeapConsulting.com) or connect via [LinkedIn](#), [Facebook at @takegiantleaps](#), or on [Twitter at @btreasurer](#).

## Want Your Workers' Trust? Trust First.

It's tempting to turn trust into a quid pro quo: *I'll give you trust after you give me trust*. But this strategy ends up producing a stalemate. For workers to trust you, you must trust them *first*—period.

## Do You Value "Forward-Falling" Mistakes?

Not all mistakes are created equal, and wise managers know that not making any mistakes is just as dangerous as making too many. When your people know that you value smart and nonhabitual mistakes, they become more willing to do courageous things.

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