

ADVANCE INFORMATION FOR

The Simple and Easy Manager:

What Managers Need to Know Before They Need to Know It

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The Simple and Easy Manager



What Managers Need to Know
Before They Need to Know It

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The Simple and Easy Manager: What Managers Need to Know Before They Need to Know It

by Ned Parks

In **The Simple and Easy Manager: What Managers Need to Know Before They Need to Know It**, business consultant and executive coach Ned Parks illustrates that management problems can often be solved with easy-to-implement solutions.

The entertaining yet instructive book details the experiences of the fictional character, Quentin Spalding as he learns successful strategies and practical techniques to solve typical management situations.

Among the topics the book covers are

- How companies can develop effective on-boarding strategies
- What methods will foster productive teams
- Why employees should be encouraged to do succession planning
- What are effective leadership processes
- How leading is different from managing

The Simple and Easy Manager will be of value to readers new to management level positions, while more experienced leaders will find unique approaches and applications that can enhance their approach.

About the Author

Ned Parks is a successful business consultant and founder of Aegis 360 Consulting, a firm focusing on corporate culture, leadership development, and business strategy.

Certified as a Registered Corporate Coach, Parks' expertise includes the areas of strategic planning, leadership development, and coaching.

Parks is a Lean 6 Sigma Green Belt and is certified in DiSC and Five Behaviors of a Cohesive Team program.

*“Straightforward yet profound message, **The Simple and Easy Manager** is an example of how everyone is called to be a leader. If you want to implement change tomorrow, everyone in your organization should read this book today.”*

*Philip Kim, D.Sc., CISSP, CISA, author of **Chase One Rabbit***

For more information, editorial opportunities, interview requests or review copies, contact Sue by email (sue@a360c.com) or phone (330-812-3588).