

# C O N T E N T S

*DEDICATION* V

*PREFACE BY JAMES* VII

*PREFACE BY DOUG* XI

## FUNDAMENTAL CONCEPTS

1. PICK UP 3
2. FEEL 9
3. PROFESSIONALISM 15
4. SUCCESS 19
5. INSIDE-OUT 27
6. INFORMED ENERGY 35
7. HABITS 41
8. ROUTINES 47

## THE RESONANCE MODEL

9. DREAMS 53

B Y F E E L



- 10. PREPARATION 61
- 11. OBLIGATION 69
- 12. OBSTACLES 75
- 13. LOST 81
- 14. FOUND 89

## MANAGING FEEL IN ORGANIZATIONS

- 15. BAD SUITS 97
- 16. FIRST DAY 105
- 17. IDENTITY 113
- 18. INSPIRATION 121
- 19. LEARNING 127
- 20. EDUCATE 135
- 21. CONTROL WATCHING 145
- 22. WHEN IT MATTERS MOST 153

## PERSONAL APPLICATIONS

- 23. PAYBACK 161
- 24. WORK 169
- 25. FIND IT 175

26. SUSTENANCE 183
27. HORSING IT 189
28. PHYSICS 195
29. NUMBERS GAME 203
30. MASTER OF THE NUMBERS 211
31. TRIANGLE TRADEOFFS 219
32. FREEDOM 227
33. RESPONSIBILITY 239
34. RESPOND-ABILITY 247
35. POWER 255
36. POWERFUL 261
37. ABUSE 267
38. ABUSIVE 275
39. YOU'VE GOT NEXT 281
40. THE GAME WITH NO NAME 291