

# 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



- 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