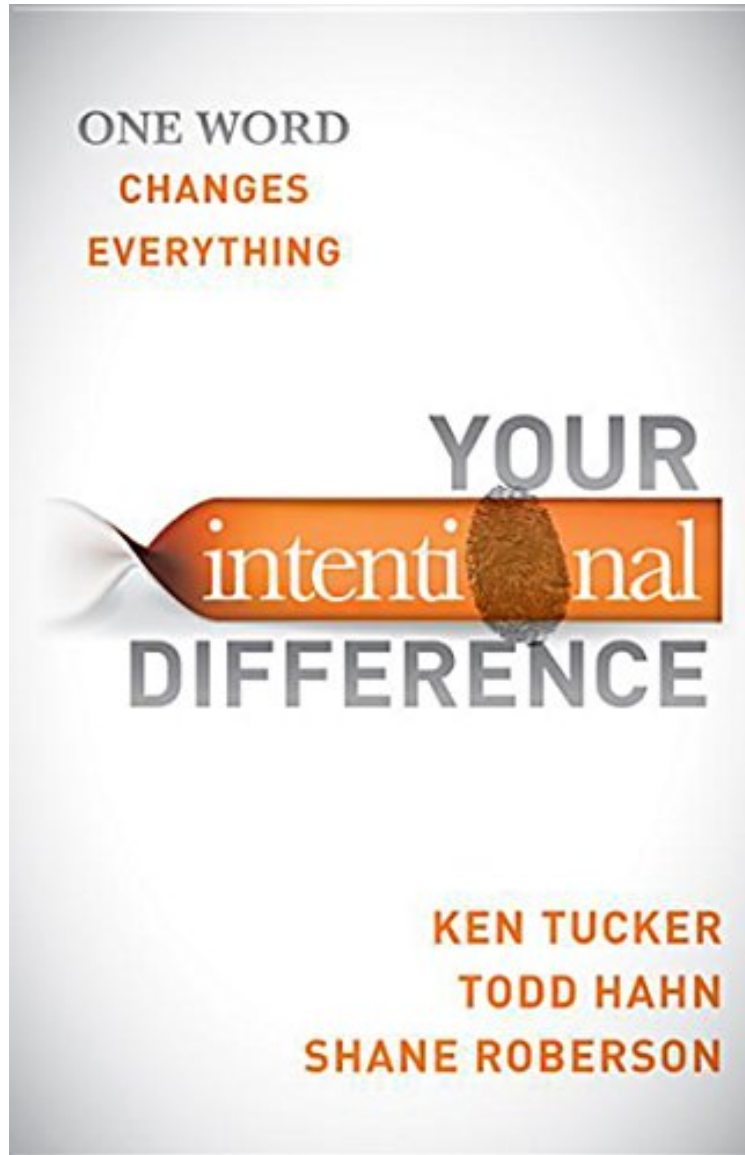


Your Intentional Difference: One Word Changes Everything

Ken Tucker

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Ken Tucker : Your Intentional Difference: One Word Changes Everything before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Intentional Difference: One Word Changes Everything:

2 of 2 people found the following review helpful. This book is great for moms!By Heather BeckerThe whole idea behind this book is that there is 5% of what you do on a regular basis that you and only you are uniquely qualified and gifted to do. You should focus on that and only give second place to all the rest.The authors told a lot of amazing

stories that were really entertaining. And I can tell that they were thinking that business and professional people would read the book - but I think the book is for EVERYONE! I especially see how it relates to me as a mom. If I could help my kids find their Intentional Difference (5%) that would be an amazing gift. The book went fast, the stories were great, the exercises helped me to find my one WORD that described my 5%. It was like a conversation with an old friend. This is a great book! Great for business people for sure but also for parents!

0 of 0 people found the following review helpful. A Fresh Perspective By Kurt I bought this book because I used to listen to Todd speak, and thoroughly enjoyed his approach to the teachings. I expected this book to be a nice read. However, this exceeded my expectations and introduced a new concept about each of our lives. Once I discovered my word, I was able to reflect on my life and realize not only what I enjoy but what I have been missing out on recognizing. We all have that 5% inside of us that makes us unique in a way that adds value to each of our worlds. I find myself very interested in watching the team of authors helping others to find out their word. As each person discovered their 5%, you can almost feel the moment of "aw-haw". It left me wanting to hear about our individual's 5%, so I continue to have this concept on the back of my mind as I encounter others. What is their word, what do they enjoy, and how can I help them fulfill that potential? This book is written in a way that is focused on the reader and how he/she can re-trace their life's path to determine his/her word. However, this book will help you see the potential and uniqueness in others. I would have appreciated hearing more stories of other's "aw-haw" moments to really help bring home the subject matter. If you want to find out what makes you unique and develop a stronger appreciation for others, this is a must buy.

2 of 2 people found the following review helpful. This will revolutionize your leadership context By Stuart Streeter In a sea of complicated assessments and profiling tools to help me lead the people in my context I find Your Intentional Difference to be a revolutionary tool. I love that the assessment is self-guided and in the end you are self-selecting your own key word to describe your Intentional Difference. After all, at the end of the day, if my people cannot remember their acronym, top 5 or Animal Type what's the use in having one? Your Intentional Difference helped me work through a systematic process of articulating THAT ONE THING that makes me different than anyone else in my organization or leadership context. I strongly suggest this book and its assessment to any leader looking to gain a laser-focus on their areas of greatest impact.

Most people do not know what their I.D. is. . . No, not their identification, but their Intentional Difference. Eighty-five percent of what we are capable of doing, most other people can do just as well. Ten percent of what we are capable of doing, some others can be trained to do. But five percent. . . five percent of what we are capable of doing, only we can do the way we do it. This is our Intentional Difference. If we spent 95 percent of our time in our five percent, we would change the world while increasing our own level of success. Your Intentional Difference is the key; and this book will show you how to identify what it is, how to own it, and then how to apply it to your daily activities so that it becomes a habit, so that you can live more frequently, and more consciously, in your five percent zone.

About the Author Ken Tucker is a highly sought after speaker, thought leader, trusted advisor, and chief designer of the Intentional Difference Process. He has authored or co-authored 4 books. A former Gallup Organization consultant and Keynote Speaker, Ken is now a Senior Partner at TAG. In his role at TAG, Ken serves as a leadership strategist and executive coach for chief officers in Fortune 500 companies and Government Agencies in the US, Mexico, United Kingdom and Australia. Ken has been interviewed by Sam Donaldson, appeared on Bloomberg Television. Ken has shared speaking platforms with Colin Powell, Jim Collins and Marcus Buckingham. Todd Hahn is a business leader, not-for-profit executive, executive coach for Fortune 500 and mid-sized companies, and church pastor. He has authored/co-authored 4 books, and is recognized internationally as a thought leader on generational transformation and as a subject matter expert in helping organizations become incubators of creativity and industry leaders. His passion is to help leaders master their strengths in order to become all they can be. Shane Roberson is a cultural architect, transformational coach and a catalyst. He serves as Vice President for Client Services with The Armstrong Group (TAG). His passion is to bring out the best in people, seeking to become the best for the world and optimizing organizational and team performance. Shane is a cultural architect, transformational coach, and serves as Vice President for Client Services with The Armstrong Group (TAG). His passion is to help individuals be the best they can be, and to optimize organizational and team performance.