Oh Great One! by David Novak

In David Novak’s Parable, *Oh Great One!,* Jeff Johnson takes over the role of CEO at Happy Face Toy Company after the unfortunate passing of his father. Jeff inherited the company in a terrible state with multiple years of declining sales figures and an uninspired team. Given the company’s dire outlook, the board of directors gave Jeff only one year to turn the company around, or he would be fired.

Without miracle work, Jeff managed to completely transform the company. He did it with the simple tool of recognition.

How can something so simple completely transform and save a company?

Shouldn’t there be a focus on things such as sales, product, marketing, and other business priorities?

**Smiles drive sales, not the converse.**
This is a difficult concept to grasp, and yet it is what Novak used to build the incredibly successful YUM! Brands from 1997 to 2014.

You can only put a smile on the customer’s face if the employees feel good about working.

If employees are recognized for their work with genuine appreciation, they will become motivated and invested in the company’s success.

**10 Guiding Principles for Inspiring**

**Principle # 1: People won’t care about you if you don’t care about them.**
You can’t expect anything from anyone if you don’t show them you care about them.

**Principle # 2: The best way to show people you care is to listen to them.**
You have to listen to what people have to say, otherwise they won’t believe that you care about them. As Novak says, “you can safely assume that everyone knows something you don’t, so everyone is worth listening to.”

**Principle # 3: A great idea can come from anywhere.**
The best ideas don’t have to come from high ranks. Typically, they don’t.
Principle # 4: Recognize great work and great ideas whenever and wherever you see them. There are constantly opportunities to recognize good work, so take advantage of it. Do not wait to make or force recognition.

Principle # 5: Make recognition a catalyst for results. Recognize work that has had an impact. If you recognize the right things, it will drive more good performance.

Principle # 6: Make it fun. Others will want to get involved in recognition if you create shared experiences that are fun for everyone, such as a party.

Principle # 7: Make it personal. Make sure that you put your personal stamp on any award you are giving, and make sure that you are personalizing the award for the recipient's specific action.

Principle # 8: Recognition is universal. It doesn't matter who it is; everyone loves recognition.

Principle # 9: Giving recognition is a privilege. Giving recognition should not be thought of as a job; it is a privilege. It makes people feel great and makes you feel great in return.

Principle # 10: Say thank you every chance you get. "The two most powerful words in the English language are 'thank' and 'you.' They are easy to say, and it doesn't cost you a thing to use them - so use them often!"