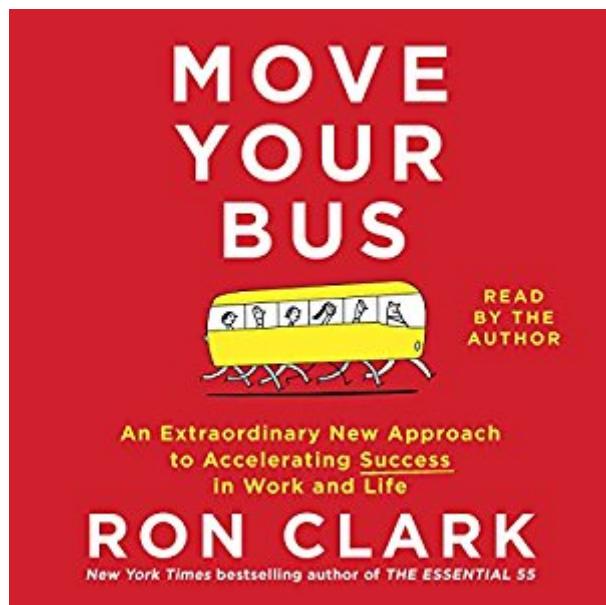


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# Move Your Bus: An Extraordinary New Approach To Accelerating Success In Work And Life



## **Synopsis**

New York Times best-selling author and award-winning educator Ron Clark applies his successful leadership principles to the business world in this effective and accessible guidebook, perfect for any manager looking to inspire and motivate his or her team. Teamwork is crucial to the success of any business, and as acclaimed author and speaker Ron Clark illustrates, the members of any team are the key to unlocking success. Imagine a company as a bus filled with people who either help or hinder a team's ability to move it forward: drivers (who steer the organization), runners (who consistently go above and beyond for the good of the organization), joggers (who do their jobs without pushing themselves), walkers (who are just getting pulled along), and riders (who hinder success and drag the team down). It's the team leader's job to recognize how members fall into these categories, encourage them to keep the "bus" moving by working together, and know when it's time to kick the riders off. In the tradition of *Who Moved My Cheese?* and *Fish!*, *Move Your Bus* is an accessible and uplifting business parable that illustrates Clark's expert strategies to maximize the performance of each member of a team. These easy to implement techniques will inspire employees and team leaders alike to work harder and smarter and drive the organization to succeed.

## **Book Information**

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## **Customer Reviews**

Ron Clarkâ™s use of an extended metaphor (i.e. a bus) may result in some of the same confusion as did Jim Collinsâ™ use of the same metaphor in *Good to Great* (2001). Both discuss passengers

but classify them differently. Collins urges companies to get â œthe right peopleâ • on the bus and get â œthe wrong peopleâ • off whereas Clark differentiates people as follows: o Former Runners are burned out and coasting. o Walkers want to run but are exhausted. o Potential Runners have a career that is blocked by an unappreciative boss who prefers to walk. o Riders want to be better but have no idea how to begin to walk, much less run. o Runners look around and realize that there is a new generation of Runners â œwho seem to be accelerating with turbo boosters that make [their] run look like a trot. Others have had all manner of serious professional and personal problems and feel that they now lack the will and energy to run. o Still others â œmay even feel that [they] have fallen off the bus and have been run over by it. These comprise the â œcast of charactersâ • in Clarkâ ™s parable: Rufus the Runner, Joan the Jogger, Wanda the Walker, Ridley the Rider, and Drew the Driver. It is important to keep in mind that the term â œbusâ • could refer to all of an organization and even a country or federation of countries (e.g. United Nations); to a part of an organization such as a division, department, committee, or even a brand; and also to a movement to make a vision a reality (e.g. securing independence for India within the United Kingdom). As Clark explains, â œRemember, the bus represents your goals and achievements as an organization, which could be anything from your business to your family unit to the committee you chair for your neighborhood association.

It was certainly a different book with a title that you had to look at to try and figure it out, and then it drew you in! Billed as an â œâ |extraordinary new approach to accelerating success in work and lifeâ •, this book uses a mix between teamwork and â œtrustworkâ • to err, help move the bus forward. Motivational and inspirational books like this are things you either get fully on-board with or you donâ ™t. There is very little middle ground, and that can be a shame as there can still be a lot of interesting pointers, differing viewpoints and ways to try and resolve the problem. The author takes a simple example to show the importance of focussed teamwork, using the analogy that a company (or an individual team or part of the company) is a bus filled with people who either help or hinder its ability to move it forward. Hence the title! The author describes the constituent parts as featuring drivers (who steer the organisation), runners (who consistently go above and beyond for the good of the organisation), joggers (who do their jobs without pushing themselves), walkers (who are just getting pulled along), and riders (who hinder success and drag the team down). So to maximise things you need a strong conductor (aka the bus driver, or team leader) who can identify which member takes which role and individually encourage them to â œkeep the bus movingâ • by working together, whilst being alert to â œkick offâ • riders who become disruptive. The approach

taken was quite interesting, mixing friendly, identifiable scenarios with hard, impactful advice. By putting a human face on the problem, maybe this approach has a greater chance of working for some people.

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