



ACTION THIS DAY:

AN INSTRUCTION FROM WINSTON CHURCHILL, NOT ONLY A GREAT LEADER BUT A WORLD CLASS DELEGATOR

Contact: Binden Shovel
Company: Kernel Warden
Phone: 00112031957196
Email: binden@kernelwarden.com

<http://www.authorsden.com/bindenshovel1>

Action this day was one of Winston's most demanding delegation techniques and one that he used frequently amid the unending strain of WW2. Whilst the free world was straining every sinew to defeat the Nazi's, Churchill always delegated effectively.

Delegation is one of cornerstones of any business persons success, the ability to get things done efficiently relies on effective delegation. The ability to complete requests quickly relies on making sure you are effectively delegated too.
If either of these 2 elements break down then business becomes less efficient.

Having studied the 8000 pages of Churchill's memoirs including 1000 pages of memo's (in 6 point text), a pattern emerges of an incredibly efficient delegator. Churchill was always very specific about what he wanted. If he asked for ideas he would limit the response by defining how many pages he wanted in return. Rather than leave a person struggling were to find an answer he would tell them were to get the relevant information. He was the consummate delegator.

In my new book Churchill's Secret Skill's I take examples from his memoirs and describe his delegation techniques in detail, enabling a modern audience to learn from a master.

Background to Author and the Book

I always had the idea to write a book if I could find a topic that would inspire me. I started listening to history books on my Ipod and Churchill's WW2 memoirs were mentioned. I was out on a day trip with the family and happened upon a second hand book warehouse the kids were looking for fishing, my wife was looking for interiors books and I thought what should I look for. Then the idea of trying to track down Churchill's memoirs came to me. I managed to get all 6 original copies for \$50.

I started reading them and was absorbed by the information and the writing. I noticed that every now and again Churchill would offer the reader some advice, by the fifth book I was so impressed with how often this advice was relevant to my own business situation I was inspired write a book about it.

It seemed a great shame that current generations would miss out on Churchill's decades of Wisdom and experience. My new book is the result of many years of research and discovery.

I don't particularly like reading business books as I find that after the first 50 pages I have pretty much got the message, the rest of the book then tries to replay the same thing over and over to fill the pages. In addition most of them are as dry as dust.

I determined early on that my book should not fall into the same trap, It is split into 21 chapters each of which stand alone, each chapter is packed full of interesting WW2 stories and anecdotes which enhance the particular Secret Skill I describe.

I wanted to make my book practical for normal people, so many business books are written from the perspective of some multi-millionaire CEO and are completely irrelevant to the vast majority of business people. I use examples from my own business career to link the messages in the book to normal working life and situations.

It is my first book and has received some great reviews I hope you like it. If I have done my job well you should find it fascinating, informative, entertaining and full of practical business advice to enhance and improve your business skills