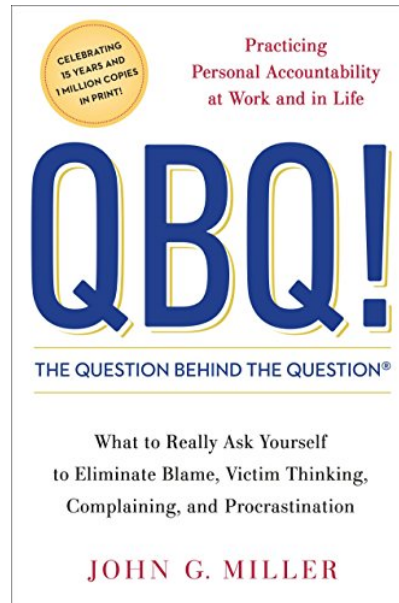


[GET] QBQ! The Question Behind the Question: Practicing Personal Accountability at Work and in Life



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Who Moved My Cheese? showed readers how to adapt to change. Fish! helped raise flagging morale. Execution guided readers to overcome the inability to get things done. QBQ! The Question Behind the Question, already a phenomenon in its self-published edition, addresses the most important issue in business and society today: personal accountability. The lack of personal accountability has resulted in an epidemic of blame, complaining, and procrastination. No organization-or individual-can achieve goals, compete in the marketplace, fulfill a vision, or develop people and teams without personal accountability. The solution involves an entirely new approach. We can no longer ask, "Who dropped the ball?" "Why can't they do their work properly?" or "Why do we have to go through all these changes?" Instead, every individual has to ask the question behind the question: "How can I improve this situation?" "What can I contribute?" or "How can I make a difference?" Succinct, insightful, and practical, QBQ! The Question Behind the Question provides a method for putting personal accountability into daily action, which can bring astonishing results: problems get solved, barriers come down, service improves, teamwork grows, and people adapt to change.

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