



# Green Beans & Ice Cream

*Bill Sims Jr.*

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## **Green Beans & Ice Cream** Bill Sims Jr.

Green Beans and Ice Cream? At first glance, they don't sound like they go together. But this groundbreaking new book from author Bill Sims, Jr. will change forever the way you deal with your family, customers, coworkers, students, and yes, even your spouse! In Bill's thirty year history, he has helped design more than one thousand behavior change systems that have produced tremendous gains in performance and profits at America's top companies including Disney, Coca-Cola, McDonald's, General Motors, and Dupont. Hidden in this book you will find Bill's "secret sauce", and the recipe for rapid, sustainable behavior change and engagement--Positive Reinforcement (PR+) The book explains why positive reinforcement is one of the most powerful forces on the planet. Use it wisely, and performance moves off the chart. Use it poorly, and the results can be disastrous. Green Beans & Ice Cream analyzes over 100 years of research in the field of human behavioral science, and compares it to "real world, in the trenches" true stories that Sims recounts. It points out clearly that the thing we need the most, is the thing we often receive the least—positive reinforcement and feedback from those around us. Using the techniques outlined in this book, you can master the remarkable power of positive reinforcement, and make a real difference in the world around you. This book is for everyone who must lead others. Whether in the family, the school, or the workplace, it is a "must read" for anyone who wants to improve the performance of their team. With this first book, Sims has dropped a stone in the still pond of leadership. The waves will only get bigger.

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