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Be A Shortcut: The Secret Fast Track to Business Success

Scott G. Halford

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Shortcut is the new catchphrase that identifies high-quality, influence and value in employees and executives. Be A Shortcut is a business book that provides new frameworks and tactics to help a broad range of individuals become the professionals their company can't live without. The book shows you how to actually become a Shortcut using Halford's proven, Shortcut success formula. You'll gain more influence, become more valuable, get promoted faster, find better customers, get better raises - no matter what you do. Shortcut is a way of thinking, a way of doing, a way of being - and when you commit yourself to it, you'll write your own ticket to wherever you want to go.

From the Inside FlapEmotional intelligence expert Scott Halford makes it easy for all professionals to think, act, and work in a way that makes them indispensable to their employers. During tough economic times, you must distinguish yourself to secure your job; you must be remarkable. More than just another guide to career success, Be a Shortcut demonstrates how you can gain influence, earn respect from coworkers, accrue value, develop particular professional strengths, and fulfill professional goals. Shortcuts are individuals and companies that function like lifelines to the people and organizations that most depend on them. They are available when needed, they humbly perform tasks without complaint, they are masters of their own specific skill, and they always present a positive attitude. Halford demonstrates how Shortcuts can command immeasurable influence by consistently and happily performing above and beyond the standards in their chosen field or task. In Be a Shortcut, you can evaluate your current abilities and potential for becoming a Shortcut with Halford's practical Shortcut Quotient Inventory, an assessment that will show you how to best apply the powerful strategies and tools in this book. By utilizing Halford's case studies, personal anecdotes, exercises, and lessons, you can excel in your field and be the go-to person for your colleagues. Great Shortcuts are able to make time for things about which they are passionate. They use that same efficiency and passion in the workplace, making other people's jobs easier, creating a better experience for colleagues and clients, and helping colleagues increase profits or cut costs. On the road to professional success, there are no shortcuts to excellence. But when you become a Shortcut in the workplace, you carve out the straightest path between you and your ultimate goal.

From the Back CoverPraise for Be A Shortcut "It's an extraordinary combination in a business book. You'll laugh, you'll cry, you'll think, but, most of all, you'll learn about the success and influence you get when you become a Shortcut." mdash;-Andy Andrews, New York Times bestselling author of The Traveler's Gift "The author's leading-edge ideas on professional Shortcuts (without sacrificing your integrity or quality results) will fast-forward your rise through the ranks and expedite your professional success. Read it and reap." mdash;-Sam Horn, author of POP!: Stand Out in Any Crowd "Scott Halford shares sound insights that every professional services firm could use to ensure excellent client service. His guidance on emotional intelligence and navigating business relationships is worthwhile for executives and emerging leaders alike. This book is well worth the investment of time to read and learn practical principles for professionals looking to advance their careers and their businesses." mdash;-Thomas D. Furman Jr., PE, BCEE, Chairman and CEO, CDM "Finally a book that candidly and simply explains how to rapidly advance in business, no matter what level in the company. It's filled with how-to's for those who choose to step up to the plate." mdash;-Robert Wechsler, Chairman, Century Ventures "It's rare that a book comes along that can have a profound impact on your life. This book is your personal life shortcutmdash;filled with extensive research, real-life success examples, and how-to shortcut lessons. Scott Halford is your ideal mentor, holding the mirror up until you really see yourself and, at the same time, asking the insightful, challenging questions about who you will choose to become personally and professionally. Now with the mirror and shortcut lessons in mind, you have the chance to begin a passionate journey to a more delightful and meaningful life." mdash;-Kim Patmore, Executive Vice President, First Data Corporation "Halford's insights into leadership and effectiveness through Shortcuts are brilliantmdash;his storiescapture the essence of what success looks like in today's fast-paced work environment. After reading this book, you won't stop assessing your own and your employees' capacity to be a Shortcut." mdash;-Dr. Lynn M. Gangone, Dean, The Women's College of the University of Denver

About the AuthorScott G. Halford is a speaker, consultant, and expert in emotional intelligence and professional mastery. He is the owner of Complete Intelligence, LLC, a consultancy with clients such as Molson Coors, Medtronic, Microsoft, and Ingersoll Rand. For more information, please visit www.BeAShortcut.com