



This is what Readers are saying about 'Sparks – A Business Fable'

"I just finished the audio version of Sparks. Well done! So many leadership audio books can be a tough listen because they are dry, but not this one! I was most impressed, and got a lot out of it. Some of the things I reinforced what I try to do anyway, but some were "aha" moments. I'm preparing to listen to it a second time so I can catch some of the things that I may have missed the first time through. Jack Sparks, John Saunders, Kyle Andersen, Gord, and the other characters were well thought out and each brought something to the table to make me think."

Craig Jackson
General Manager
RAM Buildings, Inc

"Our company has found the book Sparks (and its' accompanying study guide) to be a rallying cry for personal development. Several groups of people have studied the book together and used its excellent content to keep each other focused on the common purpose of being organized and more productive.

Sparks has literally hundreds of easy to apply common sense solutions to ordinary everyday issues that we all face at work. We have found those solutions work for both our office staff and our field personal."

David Chapin
President
Willmar Electric Services

"I read Sparks on my flight home to Boston, I couldn't put it down, I had my lead project manager start reading it yesterday. I am going to recommend reading this book to all of my employees."

Mark D'Antona
Medford Wellington Service

"I just finished reading your book and I wanted to let you know that I appreciated the lessons in the story. I really like the way you wove these lessons into a real-life story. Much better than a

simple "to do list". You could feel the emotion of the various situations and it made you realize the importance of the key characteristics that a good leader has."

**Andy Teasel
Weyerhaeuser**

Randy, I just felt the need to email you about your book Sparks. I will be moving from sales into managing our new store and the timing of my manager giving me your book to read was perfect. I finished it in one sitting. That never happens for me. There are many things in the book I need to work on but the basics I do think I have a strong handle on but certainly need more guidance. Honesty and treating others like I want to be treated is how I live my life. I look forward to reading more of your materials.

**Rick Rozell
Butler Machinery Company**

Randy, thank you for writing the book "Sparks, a Business Fable". My boss gave me a copy of the book shortly after I took over a management position. It is a great book, and I have read it completely at least 3 times, and I find myself going back to it periodically for refreshment.

**Jeff Williams – Installation Manager
Apple Heating and Cooling**

I had the opportunity to read the book about a day in Jack Sparks life. I came away from that experience with a new outlook on Mental Toughness. It is a competitive world. Mental toughness is an attribute that we all need to survive and grow in today's world. The author Randy, spent two days in Pierre SD conducting a Professional Development workshop. WOW! His goal was to provide at least three takeaways for the participants. I came away with 10 takeaways. Randy's insight in the "people business" as he called it was refreshing and insightful. Get the book, read the book, and if Randy is in your area, go listen to him. It will be worth the time invested in yourself.

**Greg Deal – Store Manager
Butler Machinery Company**

The required characteristics of a good leader you are describing in your book are so essential and yet terribly missing in most companies today.

**Claude Lamothe – Sales Manager Wood Products
Abitibi Bowater**

LOVE! LOVE! LOVE! The book! Thank you so much for the copy! I was able to find inspiration and even new motivation!

**Kristine Edwards – Director, Human Resources
Detroit Stoker Company**

*Randy ... Absolutely loved your book. A+++++
Many of the exact topics I coach and try to teach to the young up and coming leaders. Easy read
and clever way to tie it all together. Nice airplane read.*

**Scott Kaufman – General Manager
Pella Windows**

*I just completed reading your book Sparks and it was wonderful. I couldn't put it down. I
received it from my manager/coach who I consider a very good leader (Similar to Jack in the
book). It is a very compelling book and very motivational to become a better leader with great
tips and you have made them easy to understand.*

**Deb Peters – Branch Controller
Pella Windows and Doors**

*"Randy, I read the entire book the day I received it. I could not put it down once I started. I
found it to be a fascinating story line; along with many great points of leadership woven into the
story ... (quite seamlessly I would add). I have taken multiple lessons from the book and have
already started to utilize them in my day to day business ... thank you for writing the book."*

**Shane McCullough – Operations Manager
Trussway Manufacturing, Inc.**

*Randy, I read your 'Sparks' book and I thoroughly enjoyed it!
You effectively capture the 'it' factor in what it take to be a leader.
The principles outlined in the book are easy to understand and through the story you make them very
relatable.*

**Josh Bickle
Integrity Roofing Corporation**

*Entertaining, Educational and Engaging! Prefect mix of fiction and practical leadership action
items that any leader can and should apply to their organization*

**Sean Fleming – Director of Learning Services
Sage Software**

Congratulations on a book well written. Good learning's for managers at any point in their careers.

**Tom Denig – TJ International
Retired**

This is a very good book with leadership lessons for the seasoned manager or the executive in training. You'll find yourself asking what would Sparks do?

**Sandra O'Dell - President
O'Dell's Lock and Safe, LLC**

It is amazing how much learning can be achieved from one day in the life of Jack Sparks. From the 6 Core Leadership Competencies through to the over 90 Leadership Action Items the entire book was an extremely informative, yet easy read... I could not put it down!

**Al Huber - EWP International Sales Mgr
Louisiana Building Products**

It's a great short read. Covers all of the values you need to succeed and put in a relevant story that was entertaining to follow.

**Brad Overby – Marketing Development Manager
BlueLinx Corporation**

The book is a valuable resource for any level of management in that the reader can experience the core leadership competencies in action during just "one day in the life" of the main character. Any business manager who is working to improve his or her leadership approach/ability can readily understand the six elements of leadership as exemplified in the story.

**David J. Neves – Vice President of Op Ex
Trussway Holdings Inc.**

This is a great read for any manager who wants to become a better leader and better boss

Mac Anderson, Founder of Simple Truths

Randy uses an easy to read story format to convey some basic truths of human interaction as

they relate to the business of building customer relationships. Every successful manager will see aspects of themselves in the primary character Jack Sparks.

**Mike Bugbee – Senior Vice President World-Wide Sales
Simpson Strong-Tie**

I think it was a very good read, relevant, and a good story. Particularly pertinent to our business. Through the story it brings home the importance of caring, safety, leadership. All good stuff.

**Marv Askey – Western Region Sales Manager – EWP
Boise Cascade**

Excellent reading. A great learning tool. - Jim Gilleran, Director FinnForest USA

Sometimes in the pursuit of winning, some people cross the line of what is acceptable. So it is very important to have clear, ethical guidelines for the company and individual. "Sparks – A Business Fable" is a quick read that will keep you grounded.

**Bob Berch – National Sales Manager – EWP
Roseburg Forest Products**

This book is a great return to the self help books and tapes that propelled me to where I live and enjoy today. It made me realize we need me back to return to the basics.

**Andrew Dingman – President
The Dingman Foundation**

Great read! ... Hugely valuable for new managers 1 - 5 years into the business world. Also has "reminder value" even for the seasoned vets.

**Jeff Buckley – Eastern Division General Manager
Weyerhaeuser**

Randy's story brings his principles of leadership into everyday, specific application. This day-in-the-life parable draws the reader into the story and makes a memorable set of lessons about how practical leadership works.

**Gregg Renner, Vice President Marketing
MiTek Industries, Inc.**

The story is interesting as well as fun and easy to read. The leadership competencies illustrated in the story are a good reminder of what sets great leaders apart. While Jack seemed pretty perfect, in all of the competency areas, most leaders, even the very good ones are not. All leaders, regardless of where they are in their life and/or career need to be reminded of their weaknesses and remain committed to improving on them. They also need to be reminded of their strengths and be willing to exploit those. In a couple of hours of reading, this story did a good job of reminding me of both.

**Brian Luoma – VP, Engineered Wood Products
Louisiana Pacific Building Products**