

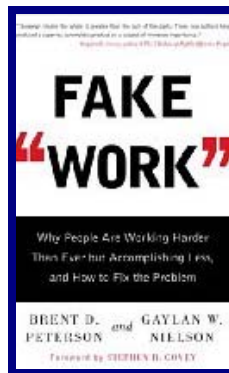


**GOOD Network Book Club**  
**Monday, May 4th, 2009 at 6:30pm**

*Please RSVP to Anisa Singh at [Anisa.Singh@UniversalOrlando.com](mailto:Anisa.Singh@UniversalOrlando.com)*

## **Fake Work: Why People are Working Harder than Ever but Accomplishing Less, and How to Fix the Problem**

Brent Peterson and Gaylan Nielson



How many countless working hours have you spent on projects, proposals, paperwork, and meetings that felt useless or were ignored or dismissed? Hard work is not the same as real work. Half of the work we do consumes valuable time without strengthening the short- or long-term survival of the organization. In a word, it's fake. Not only does fake work drain a company's resources without improving its bottom line, it steals conviction, care, and positive morale from employees, and adds the burden of high turnover, communication breakdowns, and cultural patterns of poor productivity.

But how can you turn fake work into real work? Internationally renowned business consultants Brent D. Peterson and Gaylan W. Nielson explain how to identify needlessly time-consuming and sometimes difficult tasks (which aren't always as easy to spot as they seem) and shift your focus toward rewarding work that will achieve results. With more than twenty years of experience, Peterson and Nielson have successfully helped corporations, government agencies, nonprofits, schools, and community groups increase their productivity and retain talented employees by understanding and using their skills on things that actually matter. They illustrate their advice with stories about real world employees who have been trapped by fake work.

*Fake Work* offers solutions that will change the way you view work, including how to recognize fake work and how to get out of it, how (and what) to communicate with your colleagues to eliminate fake work, how to recognize and counteract the personality traits that encourage fake work, and how to close the gap between your company's strategies and the work that needs to be done to reach the results critical to your and your company's survival.

**Location: Jason's Deli**

2915 Colonial Dr., Orlando, FL 32803

407-898-9806

<http://www.jasonsdeli.com/location/ORF>

Come prepared to share and discuss the following questions (and bring your own questions and stories!)

- What are some examples of "fake work" and "real work" in your current environment?
- What suggestions do you have for combating "fake work"?
- Would you recommend this book to others on your leadership team or your staff? Why or why not?

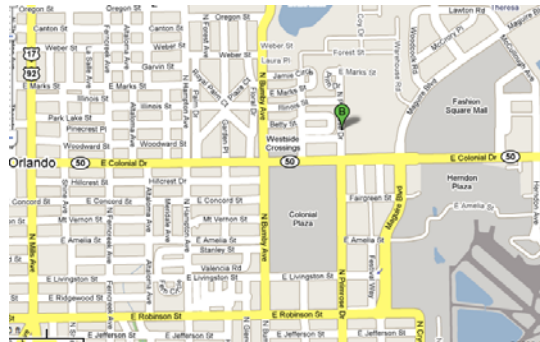
\*Information via Amazon.com

# DIRECTIONS

## Jason's Deli

2915 Colonial Dr., Orlando, FL 32803 407-898-9806  
<http://www.jasonsdeli.com/location/ORF>

- 5-10 minutes from I-4 Exit 83B (Hwy 20/Amelia/US-92 exit)
- Jason's is located in the strip mall with Target, Pei Wei, and Plato's Closet on the corner of Maguire and Hwy 50 adjacent to the Fashion Square Mall



To order the book, please visit

[http://www.amazon.com/Fake-Work-Working-Accomplishing-Problem/dp/1416948244/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=books&qid=1234196642&sr=8-1](http://www.amazon.com/Fake-Work-Working-Accomplishing-Problem/dp/1416948244/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1234196642&sr=8-1) or your favorite bookstore/library!

Need other information or last minute directions? Please call [Anisa Singh](mailto:Anisa.Singh@goodnetwork.org), Vice President Development, Greater Orlando Organizational Development (GOOD) Network [407-538-1447](tel:407-538-1447)