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Nice Bike:

Making Meaningful Connections on the Road of Life
Mark Scharenbroich

The roaring popularity of social networking has exposed one of the most fundamental needs of the human experience—interaction and connection with other people. Startling figures show that in the world of business, these connections often get lost. According to Gallup Management Q12 research, just 28% of employees are fully engaged in their organization, while a whopping 71% of the workforce is either under-performing or actively undermining their work. The implications can be costly.

From the Emmy award-winning speaker Mark Scharenbroich, *Nice Bike: Making Meaningful Connections on the Road of Life* (Echo Bay Publishing; \$14.95; January 2011) provides readers with three powerful actions which will transform business relationships, improve productivity, develop higher levels of customer engagement, increase retention and improve profitability.

For any person looking to have more meaningful connections professionally or personally, these three principles will empower readers to achieve this goal:

- **Acknowledge.** *Nice Bike* teaches readers how making the extra effort to acknowledge and be more aware of people pays off in strides. Whether a customer or employee, acknowledgement can be a catalyst for creating a profound connection to the business.
- **Honor.** *Nice Bike* provides readers with specific skills to honor others by actively listening, recognizing what is important to them (and ourselves) and being fully engaged. By honoring one's self and others, Scharenbroich shows the passion that can be infused back into business.

- **Connect.** *Nice Bike* reveals the path to creating powerful connections by showing appreciation, saying thank you and taking time to celebrate. The bonds that result from connecting create team unity and empower organizations to operate at their maximum potential.

Through a collection of relevant stories told in Scharenbroich's refreshing comedic style, readers will gain critical insights on how to acknowledge, honor and connect. By applying these principles, readers will experience stronger affiliations with others and thereby transform their lives.

For any business owner, manager, employee or person looking to improve employee engagement, help people embrace change, enhance team collaboration or simply create meaningful connections, *Nice Bike* is a must read.

About the Author



Mark Scharenbroich is an Emmy award-winning keynote speaker based in Minneapolis, Minnesota. Clients constantly remark on his unconventional approach, knockout humor, and personal stories with universal appeal. All focus on the relationship side of creating results, connecting people to people, management to front line, team member to team member, company to customer. Mark has been introduced into the National Speakers Association's Hall of Fame and his films have received such honors as the Silver Screen, Golden Apple, Telly and International Health and Medical Film awards.

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