



# Whale Done!: The Power of Positive Relationships

*Kenneth Blanchard Ph.D.*

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## **Whale Done!: The Power of Positive Relationships** Kenneth Blanchard Ph.D.

What do employees and coworkers have in common with a five-ton killer whale? A whole lot more than you think, according to the mega-bestselling author Ken Blanchard and his coauthors from SeaWorld. Whales respond best to positive reinforcement. So do humans. In this moving and inspirational new audiobook, Blanchard explains how using the techniques of animal trainers -- specifically those responsible for the killer whales of SeaWorld -- can supercharge your effectiveness at work and at home.

When gruff business manager and family man Wes Kingsley visited SeaWorld, he marveled at the ability of the trainers to lead huge killer whales in performing acrobatic leaps and dives. Later, talking to the chief trainer, he learned their techniques of building trust, accentuating the positive, and redirecting negative behavior -- all of which make these extraordinary performances possible. Kingsley took a hard look at his own often accusatory management style and recognized how some of his shortcomings as a manager, spouse, and father actually diminish trust and damage relationships. He began to see the difference between "GOTcha" (catching people doing things wrong) and "Whale Done!" (catching people doing things right). In *Whale Done!*, Ken Blanchard shows how positive reinforcement and redirection can help increase productivity. These techniques are remarkably easy to master and can be applied equally well at home, allowing listeners to become better parents and more committed spouses and have happier personal lives.

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