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From the #1 *New York Times* and #1 *BusinessWeek* bestselling authors

Tom Rath and Donald O. Clifton, Ph.D.

comes the 5th Anniversary Edition of the bestseller

HOW FULL IS YOUR BUCKET?

From the faltering economy to ever-rising unemployment rates, the national mood is negative and almost inescapable. But Gallup has continued to keep its focus on the positive, with the success of its strengths-based books (*StrengthsFinder 2.0* and *Strengths Based Leadership*). These books continue to examine the positive impact of knowing and applying your strengths, both at work and at home.

Five years after its original release — and with more than half a million copies in print — Gallup Press is publishing the expanded Anniversary Edition of **HOW FULL IS YOUR BUCKET?** (June 2009; \$19.95; hardcover). This edition of the strengths-based classic includes updated research and content, with a removable workbook for individual, team, and organizational development. Authored by the late Donald O. Clifton and Gallup executive Tom Rath, the book combines more than 50 years of research into the effects of positive psychology with a long-told story at Gallup — the Theory of the Dipper and the Bucket. This analogy suggests that each person has an invisible bucket of emotions, along with a dipper, which he or she can use to either add to other people's buckets or to dip from them. In the end, research shows that filling someone else's bucket benefits both parties — the person who gave the praise and the person who received it.

Companies that have embraced the strengths psychology that the book offers report:

- Increased individual productivity
- Better safety records/fewer accidents on the job
- Employees who stay with the organization longer
- Higher loyalty and satisfaction scores from customers

Dr. Clifton embarked on his study of the power of positive reinforcement after reviewing a case study by Korean War Major Dr. William E. Mayer, who would later become the U.S. Army's chief psychiatrist. Mayer studied 1,000 American soldiers in a North Korean POW camp where the prisoners were subjected to only negative reinforcement from their captors. Though their basic needs for food, water, and shelter were met, 38% of the soldiers died. According to the report, many grew hopeless under the negative onslaught and simply gave up on life. Dr. Clifton theorized that positive reinforcement could have an equally powerful, but opposite, effect. To prove his theory, Clifton devoted his life's work to studying positive, or strengths, psychology — work that led the American Psychological Association to cite him as the Father of Strengths Psychology.

Dr. Clifton's work had a deeply personal side as well. He spent much of his life serving as mentor, friend, teacher, and someone who endlessly filled the emotional bucket of his grandson, Tom Rath. Rath, who has been successfully battling a rare form of cancer, credits his grandfather's philosophies and teachings with helping him cope with his own health challenges. **HOW FULL IS YOUR BUCKET?** was written by this grandfather-grandson duo as Clifton's own life was ending. He did not, in fact, live to see the publication of the book, which embodies his life's work.

The many small interactions that make up your day — approximately 20,000 moments by one study's count — can be positive or negative. **HOW FULL IS YOUR BUCKET?** shows how these moments influence who we are, how we feel, and how we perform. And every moment matters.

The book outlines five strategies for increasing positive emotions:

- **Prevent Bucket Dipping.** Bucket dipping is when you do or say something to or about someone that is hurtful. Increase your awareness of how often your comments are negative. Then work toward a ratio of five positive comments to every one negative comment.
- **Shine a Light on What Is Right.** Try focusing on what employees, peers, and friends do right rather than on where they need improvement, and discover the power of reinforcing good behaviors.
- **Make Best Friends.** Create an environment that supports and welcomes trusting relationships. People with best friends at work have better safety records, receive higher customer satisfaction scores, and increase workplace productivity.
- **Give Unexpectedly.** Bucket filling doesn't have to be formally scripted or planned, and anyone can fill buckets any time. A recent poll showed that the vast majority of people prefer gifts that are unexpected.
- **Reverse the Golden Rule.** Instead of “Do unto others as *you would have them do unto you,*” you should “Do unto others as *they would have you do unto them.*” Remember that how you like your bucket filled may be very different from how others like theirs filled. Individualization is key when filling others' buckets.

HOW FULL IS YOUR BUCKET? is filled with sound advice for executives hoping to reap the tangible benefits of a positive atmosphere in the workplace. It also offers great insights to anyone who wants a better life — at home and at work.

In April, Gallup released a children's version of the book. **HOW FULL IS YOUR BUCKET? FOR KIDS** (Gallup Press; hardcover) delivers the message of the power of positive words and actions to a younger audience, teaching kids that every moment

matters and how each interaction they have affects their own sense of well-being and that of others.

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HOW FULL IS YOUR BUCKET? 5th Anniversary Edition

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www.bucketbook.com

About the Authors

Tom Rath has written three international bestsellers in the past decade, and he currently leads Gallup's workplace research and leadership consulting worldwide. His 2007 book, *StrengthsFinder 2.0*, is a long-running #1 *Wall Street Journal* bestseller and was listed by *USA Today* as the top-selling business book of 2008. Rath's latest book, *Strengths Based Leadership*, encompasses decades of research on the topic of leadership. Published in January 2009, the book immediately became a *New York Times* and *Wall Street Journal* bestseller. In total, Rath's books have made more than 100 appearances on the *Wall Street Journal* bestseller list. Tom and his wife, Ashley, and their daughter, Harper, live in Washington, D.C.

Donald O. Clifton, Ph.D. (1924-2003), was cited by the American Psychological Association as the Father of Strengths Psychology. He was a chairman of Gallup, Inc., and he invented the Clifton StrengthsFinder, an assessment that has helped millions of people around the world discover their talents. He coauthored several books, including the bestseller *Now, Discover Your Strengths*.

Praise for **HOW FULL IS YOUR BUCKET?**

“(Tom Rath and Don Clifton) drew on Gallup research and millions of interviews to argue that this positive give-and-take leads to solid marriages, higher worker satisfaction and productivity, and a happier world.”

— *O, The Oprah Magazine*

“For all the veneer of easygoing pleasantries, this is serious business.”

— *USA Today*

“This slender volume offers an abundance of insights and inspiration. I’d recommend it to anyone who wants to dramatically improve their work life and strengthen their relationships.”

— Deepak Chopra

“In this brief but significant book, the authors, a grandfather-grandson team, explore how using positive psychology in everyday interactions can dramatically change our lives.”

— *Publishers Weekly*

“A well-researched, strong, and compelling case for improving self-esteem, better relationships, and health . . . this book is a short, sharp, ‘how-to’ guide.”

— *People Management* magazine

“Clifton and Rath paint a compelling picture of the good things that happen when people are encouraged, recognized, and praised regularly, as well as the emotional, mental, and sometimes even physical devastation that can occur in the absence of such positive encounters . . . Leaders who want to eliminate or avoid this kind of destruction should make *How Full Is Your Bucket?* required reading for themselves and their people.”

— John C. Maxwell’s *Leadership Wired*