

Chip Averwater Launches “Great Managers Are Always Nice” - A Handbook on Being a Nice Manager

New Book contends being nice gets better results than being tough.

May 8, 2018

Conventional management theory has long held that managers should keep their distance from employees, so they can more easily enforce the rules, maintain discipline, and demand results. Author and third-generation retailer Chip Averwater takes issue with that. He says managers can not only afford to be the nice person they really are, but they'll get better results.

“Great Managers Are Always Nice” takes the reader through common management situations from the perspective of a legendarily nice manager, Mike Mitchell, who demonstrates how to handle each with style and grace. The situations include delegating responsibilities, coaching improvements, correcting inappropriate behaviors, counseling underperformance, resolving disputes, firing, and helping employees advance. The examples are models for managers and aspiring managers who prefer a different approach than the traditional norm.

According to the book, nice managers motivate employees, encourage openness in communication, build employees' confidence and self-esteem, attract better employees, and improve retention.

Referring to his new book, Chip had this to say,

“It is a simple and effective manual on how to manage with style, confidence, and grace. Follow the examples—copy the conversations if you like—and you'll manage like a seasoned pro. Tough management situations are no longer challenging—they're fun.”

The book is now available from many local retailers, Amazon, and Barnes & Noble.

About the Author

Chip Averwater is an author, a business and management enthusiast, and retired chairman of Amro Music Stores in Memphis, one of the largest musical instrument retailers in the US. He has been a featured speaker on management and retailing in the US, Great Britain, Germany, Australia, and China. (He is an avid traveler and sometimes agrees to speak internationally for travel expenses and the opportunity to meet the people.) He and his wife live in Lakeland, TN, outside of Memphis.

His first book, “Retail Truths: The Unconventional Wisdom of Retailing” (March 2012) is a collection of more than 400 street-smart lessons on retailing he gathered from his experience in business as well as from his mentors and retailer friends.

Learn more about Chip and his books at www.abbpress.com.

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