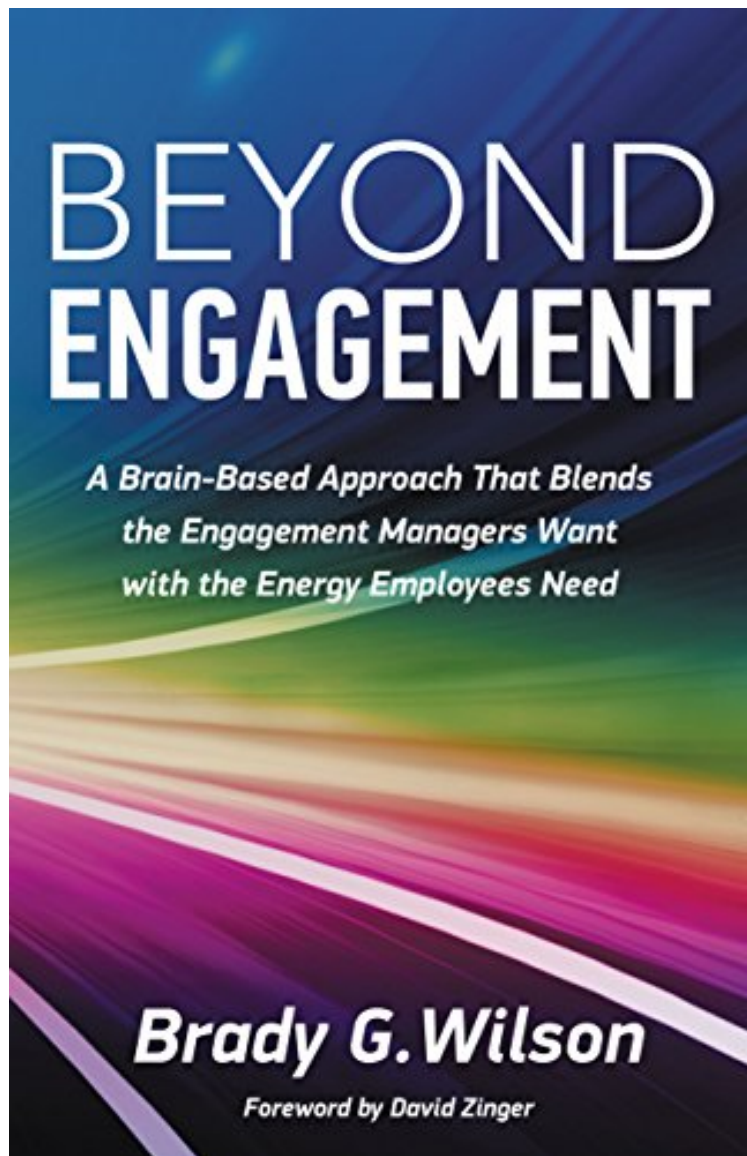


[FREE] Beyond Engagement: A Brain-Based Approach That Blends the Engagement Managers Want with the Energy Employees Need

Beyond Engagement: A Brain-Based Approach That Blends the Engagement Managers Want with the Energy Employees Need

Brady G. Wilson

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#248106 in eBooks 2015-06-23 2015-06-23 File Name: B010UOEDBM | File size: 39.Mb

Brady G. Wilson : Beyond Engagement: A Brain-Based Approach That Blends the Engagement Managers Want with the Energy Employees Need before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond Engagement: A Brain-Based Approach That Blends the Engagement Managers Want with the Energy Employees Need:

0 of 0 people found the following review helpful. Great information
By Bruce Seifert
There are a lot of leadership books out there. This one is brain-based and provides suggestions on what to do to unlock employee energy. I would highly recommend it.
4 of 4 people found the following review helpful. A good wake up call for executives
By L. A. Kane
This is a very useful and innovative approach to engaging with employees in the workplace. The company where I work has been doing employee engagement surveys for more than twenty years, yet every time we complete the process we find many of the same challenges remain. This book not only explains why but also how to do things differently/better. I wish the author used a lot less adjectives and provided more depth, however. Despite the really good information it reads an awful lot like it was written by an exuberant cheerleader. It's also really short, with many concepts only getting a page or two devoted to them. This isn't bad per se, but I'm sure the author could go deeper hence make it more valuable and more easily implementable. I also really wish he explained how to implement something like this in a large corporation where individual managers/leaders might be doing all the right things but there is also a demand to centralize policy and gather data to see what's happening. Nevertheless, I really like how he takes a topic, explains the brain science behind it, and offers recommendations (and in many instances case studies) that back up his assertions. Suggestions include: manage energy not engagement, deliver experiences not promises, target emotion not logic, trust conversations not surveys, seek tension not harmony, practice partnering not parenting, pull out the back story not the action plan, think sticks not carrots, meet needs not scores, and challenge beliefs not emotions. As you can clearly see many of these concepts run contrary to conventional thinking in most of the corporate world. He does a pretty good job explaining their value and the potential results of implementing them. A deeper analysis would go a long way toward convincing executives to champion this approach but even this short treatise will get people thinking in the right direction.
3 of 3 people found the following review helpful. Engaging
By Darren Ingram_dot_com
Employee engagement is hardly a new subject, entire forests have been decimated to produce books that all claim to have elements of the secret formula that will help get your employees more engaged, more productive and just happier. Yet, as many employees will admit, engagement remains disengaged, no matter how many trinkets, football tables or other morale boosters are deployed. Time to look beyond engagement? This book claims that a brain-based approach can be the saviour to an eternal problem although, it notes, even when companies do succeed and manage a degree of engagement, there are still problems as the employees may be engaged, motivated even, but they have no energy left for the core tasks ahead of them. Can you win? The author says that there is something called "the engagement paradox", meaning the more companies focus on engagement, the more disengagement they produce; most employees start out with the intention of being engaged, committed and loyal (no matter how much they "d rather win the lottery and never go back to work) but a combination of work and home-life just saps their energy. Society is running at far too high a gear. "It's not that employees don't want to be engaged. It's not that they don't support the engagement programme. They are committed and loyal soldiers. However, in today's exhaustion era, they are simply struggling to make it to the weekend. Lacking energy, they resort to quick fixes, workarounds, and reactive fire fighting, thereby hardwiring depletion into the system. As a result, employees come to perceive engagement efforts as a management con game. We've witnessed situations where up to 50 per cent of the employee population believe no meaningful outcomes will occur as a result of the engagement survey. This crisis of belief causes acute pain inside well-intentioned leaders who are doing their best to unlock employee engagement. They feel caught," said the author. Whether this book really has the secret sauce is debatable. It talks a great talk but whether it really has discovered anything revolutionary is unclear. A lot of the conclusions appear to be common sense or simple, yet often the best things in life are exactly that. Ten leadership principles are offered up by the author, reportedly based on the findings of "brain sciencer", which will not just deliver engagement but take you "beyond engagement". Engagement 2.0? More carrot and the right type of carrot, rather than the big, bad stick certainly will help! In any case, the book did not seem to stretch the bounds of credibility by reverting to hype-filled hoopla that, sadly, far too many leadership and motivation books rely upon. That is a big plus. If you view this book, as did this reviewer, with a relatively cynical, non-committal expectation then what the book delivers is certainly positive and promising. The low price of the book and the promise of improving if not going beyond engagement, means that it should be considered at least as an alternative source of possible salvation. What is there to lose, especially when everything is to gain. Even if it cannot or does not deliver the "big bang" you may be expecting, even a small nudge towards the better would be a great start.

After twenty years of trying to get it right, precious few organizations have cracked the code of employee engagement. Why? Because few could have anticipated the unbending nature of what Brady G. Wilson calls "the engagement paradox": the more companies focus on engagement, the more disengagement they produce. What causes this paradox? As shown in this clear, concise, and compelling book, it is simply this: managing engagement turns out to be just another drain on the most precious resource in business today — energy. In today's exhaustion era, employees are simply struggling to make it to the weekend. Lacking energy, they resort to quick fixes, workarounds, and reactive firefighting, thereby hardwiring depletion into the system. As a result, employees come to perceive engagement efforts as a management con game. A high percentage of the employee population believe no meaningful

outcomes will occur as a result of the engagement survey. And this crisis of belief causes acute pain inside well-intentioned leaders who are doing their best to unlock employee engagement. They feel caught. Now *Beyond Engagement* shows how to get beyond this kind of self-defeating engagement: by managing energy rather than engagement. The book offers a chapter each to ten leadership principles based on the findings of brain science: 1 Manage Energy, Not Engagement 2 Deliver Experiences, Not Promises 3 Target Emotion, Not Logic 4 Trust Conversations, Not Surveys 5 Seek Tension, Not Harmony 6 Practice Partnering, Not Parenting 7 Pull Out the Backstory, Not the Action Plan 8 Think Sticks, Not Carrots 9 Meet Needs, Not Scores 10 Challenge Beliefs, Not Emotions

About the Author Brady G. Wilson is, undisputedly, the embodiment of focused energy. As co-founder of Juice Inc., Brady's vision is to create a world where businesses pulsate with creative energy. For 20+ years, he has inspired and energized leaders, managers, and frontline workers in many of North America's Fortune 500 companies. His passion for creating breakthroughs for companies has spawned such innovative tools and programs as *The Power of Conversation*trade;, *Beyond Engagement*trade;, and *The Energy Check*trade;. Brady lives in Guelph, Ontario. He is also the author of three other books dedicated to improving employee performance and business results: *JUICE: The Power of Conversation - The Secret to Releasing Your People's Brilliance and Expanding Your Leadership*, *FINDING THE STICKING POINT: Increase Sales by Transforming Customer Resistance into Customer Engagement*, and *LOVE AT WORK: Why Passion Drives Performance in the Feelings Economy*.