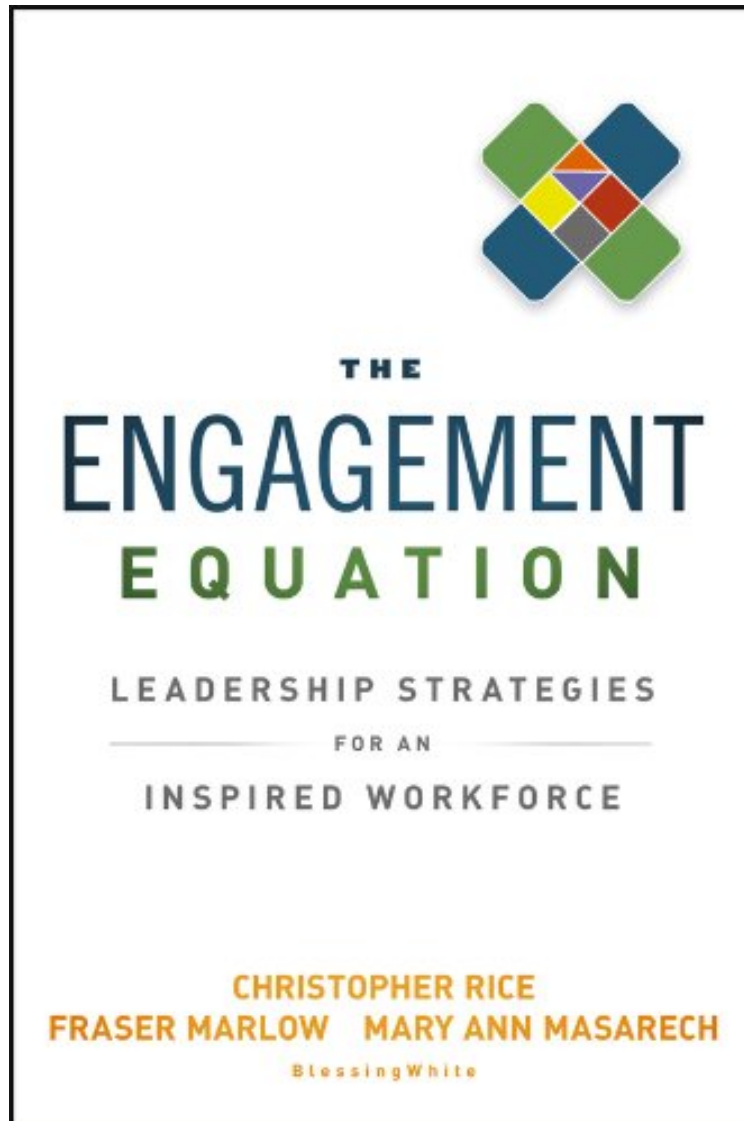


The Engagement Equation: Leadership Strategies for an Inspired Workforce

Christopher Rice, Fraser Marlow, Mary Ann Masarech
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Christopher Rice, Fraser Marlow, Mary Ann Masarech : The Engagement Equation: Leadership Strategies for an Inspired Workforce before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Engagement Equation: Leadership Strategies for an Inspired Workforce:

10 of 10 people found the following review helpful. It Adds UpBy G. W. WoodGood book authors have one thing in common that marks their success. Whether writing fiction or non-fiction, they are able to engage their readers. They make a connection and their readers often visualize reading the book as a dialogue. Within the first chapter, of The

Engagement Equation, the authors connected with me and I felt like they were talking with me, not to me. As they went through the process of teaching me about employee and employer engagement, I constantly related it to my own experience. I always had to ask myself how my experience at a former job may have been better if that former company had fully employed engagement management and techniques. I related what I was reading to my real world. At some point, the text took me beyond that level of personal involvement and I started to relate how I would have been a better employee and manager had I been more engaged and I recognized at least a couple of employers where I had no chance of personal engagement. Had I read this book many years ago, I would have been both a better employee at times and a better manager at times. The book is well written, easy to grasp and uses a nice set of formatting and content devices to improve its ability to teach. I recommend this title to any company, manager or would-be manager seeking to create a better employer-employee relationship or improve one that is already working well.

1 of 1 people found the following review helpful. Must have for change management
By Christine L. Wodke
If you want to make a change in your organization, then you must change the hearts and minds of your employees. This book explains why it is important to engage employees and leads you through the process, step by step.
Chris Wodke
Author-Running for My Life, Winning for CMT5 of 5 people found the following review helpful. Very Engaging!!
By Sal Gaglio
I was unsure what to expect from this book but once I got started I could not put it down. A very easy read!
I am hoping that books specifically related to "smaller businesses" and specifically for Managers and Individuals are not far behind.
I do plan to put this on our company "read" list.

Create a culture of engagement and build high-performance culture
The Engagement Equation explains the drivers of employee engagement, and how you can use improved engagement to execute strategy, reduce costs, and meet your organizational goals. This book describes a unique engagement model that focuses on individuals' contribution to a company's success and personal satisfaction in their roles. Aligning employees' values, goals, and aspirations with those of the organization is the best method for achieving the sustainable employee engagement. The Engagement Equation is designed to provide a framework that will help you move the needle on engagement. Explains how to plan and execute a sustainable organization-wide engagement initiative Shows how to avoid the engagement survey analysis-paralysis trap Shares ways to align employee contribution with strategy Encourages leaders to pay attention to and better understand your organizational culture, and much more Ultimately, it's the daily dynamics at play in your team, your division, and your organization that matter most.

From the Inside Flap
You don't need to see any metrics to know whether your employees are engaged. You can feel it the moment you walk into your office, your store, or your worksite. Eventually, a general malaise and complacency can creep into your bottom line through slower time-to-market, lower productivity, rising absenteeism, and even increased accidents. But every organization that is willing to make a commitment can turn it around. When you build—and sustain—a culture of high engagement, you'll create the strongest competitive advantage you have. Full employee engagement represents an alignment of maximum satisfaction for the individual with maximum contribution for the organization. The Engagement Equation explains the drivers of employee engagement, and how you can use improved engagement to execute strategy, reduce costs, and meet your organizational goals. Through pragmatic advice drawn from working hands-on in developing professionals around the world, you'll learn how to:
Plan and execute a sustainable organization-wide engagement initiative
Turn employee engagement into a shared responsibility and daily priority
Take control of your own engagement so that you can inspire others
Open communication channels between managers and employees
Build a culture to fuel engagement, and then protect it fiercely
Turning the tide on employee engagement won't be easy. But if you're willing to commit, The Engagement Equation shows you the way.

From the Back Cover
"A thorough and helpful review of what engagement really means, how it evolves, and the leadership that it requires, written in clear and practical terms by three highly experienced consultants."
—ROB GOFFEE, Professor of Organisational Behaviour, London Business School
"This book is full of insights and actions appropriate for today's generation of work and workers. It strongly advances the fundamental ideas upon which Buck and I founded BlessingWhite. Thanks for writing so clearly about the why and how-to of the engagement equation."
—TOD WHITE, PHD, cofounder, BlessingWhite, Inc.
"Employee engagement is a global business strategy. Companies throughout the GCC and Middle East will benefit from the innovative ideas described in this book."
—SALEH HUSSIN FADAQ, Director of Capital Development Center, Abu Dhabi Judicial Department
"BlessingWhite's book on employee engagement provides practical guidance and tips for organizations to incorporate into their talent management strategies. With this research, companies can move beyond simply measuring engagement. It will help them better align employees with management's goals and improve communication throughout the company. These all contribute to higher levels of business performance."
—DAVE DeFILIPPO, Chief Learning Officer, BNY Mellon Asset Management
"We are all about creative business ideas, and great ideas come from fully engaged people. This is a practical and readable guide that will help executives understand a sometimes elusive topic: how to create a culture of engagement to deliver superior business results."
—DONNA MURPHY, Global Chief Executive Officer, Havas Worldwide Health
About the

AuthorCHRISTOPHER RICE is the President and CEO of global consulting firm BlessingWhite, which helps create high-performance cultures that drive results and reinforce organizational values. Recognized in each of the last two years as a "Top 100" thought leader by Leadership Excellence, Chris's expertise is regularly featured in business and human capital media. FRASER MARLOW is the Vice President of Marketing Research at BlessingWhite. He leads the team that conducts and publishes regular research on workplace issues. MARY ANN MASARECH is the employee engagement practice leader at BlessingWhite. She translates research insights into pragmatic development tools and content that are currently in use at hundreds of organizations worldwide.