

By Kevin E Kruse Employee Engagement 20 How To Motivate Your Team For High Performance A Real World Guide For Busy 2nd Edition

A Wall Street Journal Bestseller "...this guide provides readers with much more than just early careers advice; it can help everyone from interns to CEOs." — a Financial Times top title You've landed a job. Now what? No one tells you how to navigate your first day in a new role. No one tells you how to take ownership, manage expectations, or handle workplace politics. No one tells you how to get promoted. The answers to these professional unknowns lie in the unspoken rules—the certain ways of doing things that managers expect but don't explain and that top performers do but don't realize. The problem is, these rules aren't taught in school. Instead, they get passed down over dinner or from mentor to mentee, making for an unlevel playing field, with the insiders getting ahead and the outsiders stumbling along through trial and error. Until now. In this practical guide, Gorick Ng, a first-generation college student and Harvard career adviser, demystifies the unspoken rules of work. Ng distills the wisdom he has gathered from over five hundred interviews with professionals across industries and job types about the biggest mistakes people make at work. Loaded with frameworks, checklists, and talking points, the book provides concrete strategies you can apply immediately to your own situation and will help you navigate inevitable questions, such as: How do I manage my time in the face of conflicting priorities? How do I build relationships when I'm working remotely? How do I ask for help without looking incompetent or lazy? The Unspoken Rules is the only book you need to perform your best, stand out from your peers, and set yourself up for a fulfilling career.

Employee engagement and loyalty can be an elusive topic. The 7 Intuitive Laws of Employee Loyalty is a guidebook for organizational leaders looking to curate a culture that engages their teams in doing great work. This book presents the fundamental principles to develop a truly engaged and loyal workforce. Take the guesswork out of the process! You will uncover inspiring and implementable practices from page one that will leave your employees feeling energized to produce, inspired to innovate, and more compelled to stay.

Build Your Personal Brand and Attract Clients in an Hour a Day! Do you want to BUILD YOUR PERSONAL BRAND as a coach, consultant, author, creative artist, small business owner or entrepreneur? Based on his own success as an Inc 500 entrepreneur and New York Times bestselling author and global speaker, Kevin Kruse reveals how to: Become a go-to Thought Leader in less than a year Quickly build your audience using other people's Facebook groups with the Visiting-Sherpa Strategy Turn newsletter subscribers into SuperFans who buy everything you release with the Ben Franklin Effect (repeat this every week) Generate sales from even the smallest email list with the Intimate Attention Secret Discover your subscribers' true interests and needs with the Reply-Challenge Technique Learn the secret to making an impact and creating a life that truly matters BONUS! FREE Online Course Master Your Personal Brand Take the next step in building your Personal Brand and click the "Buy Now" button at the top of the screen.

Advance praise for Carrots and Sticks Don't Work: "Paul Marciano provides a wealth of prescriptive advice that absolutely makes sense. You can actually open the book to any chapter and gain ideas for immediate implementation." -- Beverly Kaye, coauthor of Love 'Em or Lose 'Em "This book should be in the hands of anyone who has to get work done through other people! It's an invaluable tool for any manager at any level." -- John L. Rice, Vice President Human Resources, Tyco International "Carrots and Sticks Don't Work provides a commonsense approach to employee engagement. Dr. Marciano provides great real-world insights, data, and practical examples to truly bring the RESPECT model to life." -- Renee Selman, President, Catalina Health Resources "The RESPECT model is one of the most dynamic, engaging, and thought-provoking employee engagement tools that I have seen. Dr. Marciano's work will help you provide meaningful long-term benefits for your employees, for your organization, and for yourself." -- Andy Brantley, President and CEO, College and University Professional Association for Human Resources "This book provides clear advice and instruction on how to engage your team members and inspire them to a higher level of productivity, work satisfaction, and enjoyment. I am already utilizing its techniques and finding immediate positive changes." -- Robert Roth, Director, Accounting and Reporting, Colgate Palmolive Company The title says it all: Carrots and Sticks Don't Work. Reward and recognition programs can be costly and inefficient, and they primarily reward employees who are already highly engaged and productive performers. Worse still, these programs actually decrease employee motivation because they can make individual recognition, rather than the overall success of the team, the goal. Yet many businesses turn to these measures first—unaware of a better alternative. So, when it comes to changing your organizational culture, carrots and sticks don't work! What does work is Dr. Paul Marciano's acclaimed RESPECT model, which gives you specific, low-cost, turnkey solutions and action plans-- based on seven key drivers of employee engagement that are proven and supported by decades of research and practice—that will empower you to assess, troubleshoot, and resolve engagement issues in the workplace: Recognition and acknowledgment of employees' contributions Empowerment via tools, resources, and information that set employees up to succeed Supportive feedback through ongoing performance coaching and mentoring Partnering to encourage and foster collaborative working relationships Expectations that set clear, challenging, and attainable performance goals Consideration that lets employees know that they are cared about Trust in your employees' abilities, skills, and judgment Carrots and Sticks Don't Work delivers the same proven resources and techniques that have enabled trainers, executives, managers, and owners at operations ranging from branches of the United States government to Fortune 500 corporations to twenty-person outfits to realize demonstrable gains in employee productivity and job satisfaction. When you give a little RESPECT you get a more effective organization, with reduced turnover and absenteeism and employees at all levels who are engaged, focused, and committed to succeed as a team. In short, you get maximum ROI from your organization's most powerful resource: its people!

The provocative and authoritative history of the origins of Christian America in the New Deal era We're often told that the United States is, was, and always has been a Christian nation. But in One Nation Under God, historian Kevin M. Kruse reveals that the belief that America is fundamentally and formally Christian originated in the 1930s. To fight the "slavery" of FDR's New Deal, businessmen enlisted religious activists in a campaign for "freedom under God" that culminated in the election of their ally Dwight Eisenhower in 1952. The new president revolutionized the role of religion in American politics. He inaugurated new traditions like the National Prayer Breakfast, as Congress added the phrase "under God" to the Pledge of Allegiance and made "In God We Trust" the country's first official motto. Church membership soon soared to an all-time high of 69 percent. Americans across the religious and political spectrum agreed that their country was "one nation under God." Provocative and authoritative, One Nation Under God reveals how an unholy alliance of money, religion, and politics created a false origin story that continues to define and divide American politics to this day.

Make Conflict Your Partner for Positive Change! Clinical psychologist and transformative communication expert Dr. Nate Regier believes that the biggest energy crisis facing our world is the misuse of conflict. Most organizations are terrified of conflict, seeing it as a sign of trouble. But conflict isn't the problem, says Regier. It's all about how we use the energy. When people misuse conflict energy, it becomes drama: they struggle against themselves or each other to feel justified about their negative behavior. The cost to companies, teams, and relationships is staggering. The alternative, says Regier, is compassionate accountability: struggling with others through conflict. Discover the Compassion Cycle, an elegant model for balancing empathy, care, and transparency with boundaries, goals, and standards.

Provocative, illuminating, and highly practical, this book helps us avoid the casualties of conflict through openness, resourcefulness, and persistence.

One of the most important and controversial books in modern American politics, *The Emerging Republican Majority* (1969) explained how Richard Nixon won the White House in 1968—and why the Republicans would go on to dominate presidential politics for the next quarter century. Rightly or wrongly, the book has widely been seen as a blueprint for how Republicans, using the so-called Southern Strategy, could build a durable winning coalition in presidential elections. Certainly, Nixon's election marked the end of a "New Deal Democratic hegemony" and the beginning of a conservative realignment encompassing historically Democratic voters from the South and the Florida-to-California "Sun Belt," in the book's enduring coinage. In accounting for that shift, Kevin Phillips showed how two decades and more of social and political changes had created enormous opportunities for a resurgent conservative Republican Party. For this new edition, Phillips has written a preface describing his view of the book, its reception, and how its analysis was borne out in subsequent elections. A work whose legacy and influence are still fiercely debated, *The Emerging Republican Majority* is essential reading for anyone interested in American politics or history.

The string of business scandals that recently engulfed America painted a picture of corporate chieftains lining their pockets by cutting corners, cooking the books, and duping gullible investors. In doing so, greedy CEOs have hijacked what could be one of the most important business innovations in decades: stock options for all employees. Joseph Blasi, Douglas Kruse, and Aaron Bernstein—all leading experts on employee ownership—show how American companies would perform much better if they followed the lead of many high-tech firms and granted options to their entire workforce, rather than to just a tiny corporate elite. Using SEC data in a way never done before, they document the vast wealth executives have accumulated for themselves. It shows how the abuse of options has taken place not just at scandal-ridden companies such as Enron and WorldCom, but across the entire reach of corporate America. *In the Company of Owners* argues that there's a better way. Broad-employee ownership through stock options offers a new model for U.S. corporations and American capitalism. The authors explain how employees and shareholders alike would benefit if most large companies adopted what they call the partnership capitalism approach—using options to encourage employees to think and act like owners. A searing critique of business as usual in America's executive suites, this book offers a comprehensive vision for how stock options can enrich companies, employees, investors, and the U.S. economy as a whole. With its remarkable new evidence and astute synthesis, *In the Company of Owners* will change the way America thinks about stock options. Joseph R. Blasi, a sociologist, and Douglas L. Kruse, an economist, are professors at Rutgers University's School of Management and Labor Relations. Aaron Bernstein is a senior writer at *Business Week* magazine.

In this age of social media attacks, broken commitments, and rampant corruption, a high emotional intelligence quotient, or EQ, is more important than ever. Justin Bariso brings the concept of emotional intelligence up to date and into the real world, combining scientific research with high-profile examples and personal stories. *EQ, Applied* teaches you how to channel your strongest feelings in a way that helps, not harms you—or others—enabling you to break down barriers and improve the quality of your relationships. You'll learn how thoughts and habits affect emotions, and how to replace bad habits with healthier ones. You'll see why even negative feedback is a gift, and when being empathetic can actually get you into trouble. Finally, you'll learn how people can use your emotions to manipulate you, and how you can guard yourself against such attempts, leading to greater mental and emotional strength. *EQ, Applied* gives you a set of practical tools and exercises that inspire you to be more helpful, move past resentment, and develop your more authentic self. By increasing your knowledge about emotions, you'll better understand yourself and make wiser decisions. It's time to put your emotions to work.

INSPIRE EMPLOYEES AND IMPROVE PERFORMANCE WITH SUPPORTIVE ACCOUNTABILITY LEADERSHIP: Some leaders are too harsh. Some are too lenient. Others are completely disengaged from employee performance management. Striking a delicate balance between supportive leadership and accountability is the key to ensuring employees are as effective and productive as possible. Sylvia Melena is the architect of the Supportive Accountability Leadership Model, a simple but powerful framework that helps leaders create a motivating work environment while promoting accountability and improving performance. Through a mix of stories, actionable tips, and tools, you'll learn how to: Master the art of supportive leadership; Inspire employees to advance your organization's vision; Monitor performance and customer service efficiently; Lead effective performance improvement conversations; Pinpoint critical support factors to unleash performance; Wield the power of employee recognition; Boost performance through progressive discipline; Document skillfully You'll also receive free access to the Performance Documentation Toolkit to help you ease the burden of employee performance documentation.

Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

As a serial entrepreneur, Kevin Kruse has seen time and again that the leadership practices that actually work are the opposite of what is commonly taught and implemented. *Close Your Open Door Policy* shows how a contrarian approach can be a better, faster, and easier way to succeed as a leader. Chapter by chapter, Kruse focuses on a piece of popular wisdom, then shows with real-world case studies and quantitative research that the opposite approach will lead to better results, encouraging leaders to play favorites, stay out of meetings, and, of course, close their open doors.

The current way of treating people at work has failed. Globally, only 30% of employees are engaged in their jobs, and in this fast-paced world that's just not enough. The world's best companies understand this, and have been quietly treating people differently for nearly two decades. Now you can learn their secrets and discover *The Engagement Bridge*™ model, proven to build bottom line value for companies through sustainable employee engagement. Companies with the best cultures generate stock market returns of twice the general market and enjoy half the employee turnover of their peers. Their staff innovate more, deliver better customer service and, hands-down, beat the competition. These companies outperform and disrupt their markets. They break the rules of traditional HR, they rebel against the status quo. Build it has found these rebels and the

rulebreakers. From small startups to global powerhouses, this book shows that courage, commitment, and a people-centric mindset, rather than money and resources, are what you need to turn an average business into a category leader. The book follows the clear and proven Engagement Bridge™ model, developed from working with thousands of leading companies worldwide on their own employee engagement journeys. The practical model highlights the areas that leaders need to examine in order to build a highly engaged company culture and provides a framework for success. Build it is packed with tips, tools and real-life examples from employers including NASDAQ, Unilever, IBM, KPMG, 3M, and McDonald's to help you start doing this not tomorrow, but today. Readers will learn: How employee engagement helps companies perform The key factors that drive engagement, and how they work together What the world's most rebellious companies have done to break the rules of traditional HR and improve engagement How to implement The Engagement Bridge™ model to boost productivity, innovation, and better decision-making Unique in this category, Build it is written from two sharply different perspectives. Glenn Elliott is a multi-award winning Entrepreneur of the Year, CEO and growth investor. He talks candidly about the mistakes and missteps he has made whilst building Reward Gateway into a \$300m category leader in employee engagement technology. Debra Corey brings 30 years experience in senior level HR roles at global companies such as Gap, Quintiles, Honeywell and Merlin Entertainments. She shares the practical tools and case studies that can kickstart your employee engagement plan, bringing her own pragmatic and engaging style to each situation.

Seize and expand the competitive edge with a smart, well-managed culture “renovation” Most business leaders understand the power of a dynamic, positive culture—but almost every effort to change culture fails. Why? The approach is often all wrong. Rather than attempt to “transform” a new culture from the ground up, leaders need to instead spearhead a culture renovation. It’s all about keeping what works, changing what needs to be changed, and ensuring proper care and maintenance—much like refurbishing and living in a beautiful historic home and improving its overall value. In Culture Renovation, the head of the world’s leading HR research firm—the Institute for Corporate Productivity (i4cp)—Kevin Oakes provides tangible, tactical insights drawn from a robust data set and informed by CEOs and HR leaders at many of the world’s top companies. You’ll find everything you need to rebuild your corporate culture with care and expertise, including: Three phases and detailed action steps for architecting the change you want to see Practical insights and examples from T-Mobile, Microsoft, 3M, and other top companies The traits of a healthy corporate culture Proven talent practices to maintain your new culture for long-term success Oakes identifies 18 proven leadership actions for turning any culture into an agile, resilient, and innovative high-performance organization. You’ll learn how to best understand the culture in place today and set a new cultural path for decades to come; develop a co-creation mindset; identify influencers and blockers; ferret out skeptics and non-believers; measure, monitor, and report progress; and implement “next practices” in talent strategies to sustain the renovation. Culture Renovation delivers everything you need to plan, build, and maintain a corporate culture that drives profits, growth, and business sustainability now and well into the future.

Employee Engagement 2.0 How to Motivate Your Team for High Performance - A Real-World Guide for Busy Managers Createspace Independent Pub

"A gripping and troubling account of the origins of our turbulent times." —Jill Lepore, author of *These Truths: A History of the United States* When—and how—did America become so polarized? In this masterful history, leading historians Kevin M. Kruse and Julian E. Zelizer uncover the origins of our current moment. It all starts in 1974 with the Watergate crisis, the OPEC oil embargo, desegregation busing riots in Boston, and the wind-down of the Vietnam War. What follows is the story of our own lifetimes. It is the story of ever-widening historical fault lines over economic inequality, race, gender, and sexual norms firing up a polarized political landscape. It is also the story of profound transformations of the media and our political system fueling the fire. Kruse and Zelizer’s *Fault Lines* is a master class in national divisions nearly five decades in the making.

During the civil rights era, Atlanta thought of itself as "The City Too Busy to Hate," a rare place in the South where the races lived and thrived together. Over the course of the 1960s and 1970s, however, so many whites fled the city for the suburbs that Atlanta earned a new nickname: "The City Too Busy Moving to Hate." In this reappraisal of racial politics in modern America, Kevin Kruse explains the causes and consequences of "white flight" in Atlanta and elsewhere. Seeking to understand segregationists on their own terms, *White Flight* moves past simple stereotypes to explore the meaning of white resistance. In the end, Kruse finds that segregationist resistance, which failed to stop the civil rights movement, nevertheless managed to preserve the world of segregation and even perfect it in subtler and stronger forms. Challenging the conventional wisdom that white flight meant nothing more than a literal movement of whites to the suburbs, this book argues that it represented a more important transformation in the political ideology of those involved. In a provocative revision of postwar American history, Kruse demonstrates that traditional elements of modern conservatism, such as hostility to the federal government and faith in free enterprise, underwent important transformations during the postwar struggle over segregation. Likewise, white resistance gave birth to several new conservative causes, like the tax revolt, tuition vouchers, and privatization of public services. Tracing the journey of southern conservatives from white supremacy to white suburbia, Kruse locates the origins of modern American politics. Some images inside the book are unavailable due to digital copyright restrictions.

This important resource translates the popular Six Sigma methodologies, tools, and techniques in a way that is customized specifically for the design, implementation, and measurement of employee development programs. A proven alternative to the Kirkpatrick Model, this new model offers a more effective method for designing and testing the effectiveness of training. Throughout the book, the author presents tools in a user-friendly and understandable format that is tailored for implementation in the development and measurement of employee learning programs. Step-by-step, *Developing and Measuring Training the Six Sigma Way* walks the reader through the highly effective and proven DMADDI™ process.

If your people know you care about them, they will move mountains. Employee engagement and loyalty expert Heather Younger outlines nine ways to manifest the radical power of caring support in the workplace. Heather Younger argues that if you are looking for increased productivity, customer satisfaction, or employee engagement, you need to care for your employees first. People will go the extra mile for leaders who show they are genuinely concerned not just with what employees can do but with who they are and can become. But while most leaders think of themselves as caring leaders, not all demonstrate that care in consistent ways. Your employees will judge you by your actions, not your intentions. Based on Younger's interviews with over eighty leaders for her podcast *Leadership with*

Heart—including Howard Behar, former president of the Starbucks Coffee Company; Judith Scimone, senior vice president and chief talent officer at MetLife; Garry Ridge, CEO and chairman of the board of the WD-40 Company; and Shawnté Cox Holland, head of culture and engagement at Vanguard—this book outlines nine ways that leaders can make all employees feel included and cared for. She even provides access to a self-assessment so you can measure your progress as a caring leader. But this is not a cookie-cutter approach: just as Monet and Picasso expressed themselves very differently, each leader should express caring in his or her own unique, personal style. Younger takes an often nebulous, subjective concept and makes it concrete and actionable. Leaders have the power to change the lives of those they lead. They shouldn't just want to care, they should see caring as imperative for the success of their employees and their organization.

From executives complaining that their teams don't contribute ideas to employees throwing up their hands because their input isn't sought—company culture is the culprit. *Courageous Cultures* provides a road map to build a high-performance, high-engagement culture around sharing ideas, solving problems, and rewarding contributions from all levels. Many leaders are convinced they have an open environment that encourages employees to speak up and are shocked when they learn that employees are holding back. Employees have ideas and want to be heard. Leadership wants to hear them. Too often, however, employees and leaders both feel that no one cares about making things better. The disconnect typically only widens over time, with both sides becoming more firmly entrenched in their viewpoints. Becoming a courageous culture means building teams of microinnovators, problem solvers, and customer advocates working together. A microinnovator is the employee who consistently seeks out small, but powerful, ways to improve the business. A problem solver is the employee who cares about what's not working and wants to make it better. They uncover and speak openly about what's not working and think critically about how to fix it. A customer advocate is the employee who sees through your customers' eyes and speaks up on their behalf. They actively look for ways to improve customers' experience and minimize customer frustrations. In our world of rapid change, a courageous culture is your competitive advantage. It ensures that your company is "sticky" for both customers and employees. In this book you'll learn practical tools to uncover, leverage, and scale the best ideas from every level of your organization. See how the latest research conducted by the authors confirms why organizations struggle when it comes to creating strong cultures where employees are encouraged to contribute their best thinking. Learn proven models and tools that leaders can apply throughout all levels of the organization, to reengage and motivate employees. Understand best practices from companies around the world and learn how to apply these strategies and techniques in your own organization.

America has become a nation of suburbs. Confronting the popular image of suburbia as simply a refuge for affluent whites, *The New Suburban History* rejects the stereotypes of a conformist and conflict-free suburbia. The seemingly calm streets of suburbia were, in fact, battlegrounds over race, class, and politics. With this collection, Kevin Kruse and Thomas Sugrue argue that suburbia must be understood as a central factor in the modern American experience. Kruse and Sugrue here collect ten essays—augmented by their provocative introduction—that challenge our understanding of suburbia. Drawing from original research on suburbs across the country, the contributors recast important political and social issues in the context of suburbanization. Their essays reveal the role suburbs have played in the transformation of American liberalism and conservatism; the contentious politics of race, class, and ethnicity; and debates about the environment, land use, and taxation. The contributors move the history of African Americans, Latinos, Asians, and blue-collar workers from the margins to the mainstream of suburban history. From this broad perspective, these innovative historians explore the way suburbs affect—and are affected by—central cities, competing suburbs, and entire regions. The results, they show, are far-reaching: the emergence of a suburban America has reshaped national politics, fostered new social movements, and remade the American landscape. *The New Suburban History* offers nothing less than a new American history—one that claims the nation cannot be fully understood without a history of American suburbs at its very center.

Too many people think working hard leads to greater productivity. However, managing one's time better is what gives us the energy to succeed in both our personal and work lives. This book provides advice from successful people on managing your time more effectively.

It is estimated that approximately seventy percent of organizations fail in their attempts to implement transformative change. This book will help lessen that rate. Using real-world examples, Bruce J. Avolio maps four states of change that any organization must go through: identifying and recognizing, initiating, emerging and impending, and institutionalizing new ways of operating. Each state is described in detail, as are the leadership qualities necessary to solidify and transition from one to the next. These "in-between moments" are an often-overlooked key to organizational transformation. So too is the fact that organizational change happens one individual at a time. For transformation to take root, each person must shift his or her sense of self at work and the role that he or she plays in the transforming organization. Intended as a road map, rather than a "how-to" manual with fixed procedures, *Organizational Transformation* will help leaders to locate their organization's position on a continuum of progress and confidently navigate planned, whole-systems change, overcoming the challenges of growing from and adjusting to watershed moments.

From the author of the runaway bestseller *The Coaching Habit* comes an authoritative guide to getting the most out of your workforce—and it all starts with curbing your urge to dole out advice. In *The Advice Trap*, bestselling author, speaker, and leadership coach Michael Bungay Stanier shares his invaluable insights into developing team members' professional performance, using tips that even the busiest managers can put into play. Learn how to confront and quell the three advice monsters that lurk inside us all, and how to resist the seven temptations that can ensnare even the most well-meaning manager. With his trademark wit and wisdom, Michael shows you exactly how to ask questions that drive impact and engagement, eliminate the negative and accentuate the positive. He takes you through examples of common problem situations, and reveals how to overcome them by using his everyday coaching tips. Finally, he shows you how to attain the highest level of engagement with his "blackbelt" tools of employee interaction: transparency, lightness and deep appreciation. A companion to *The Coaching Habit*, *The Advice Trap* gives you the power to say less, ask more—and change how you lead forever.

"In this book, renowned thought leader and speaker Bob Kelleher makes the case that employee engagement is a recipe for sustained high performance across all staff levels"—P. [4] of cover. The secret to winning at life is one good choice at a time. Are you frustrated with your job, career, or relationships? Are you unsure if what you are doing right now in your life is the right thing? In this revolutionary new book, success and motivation expert Tom Ziglar shares the good news that you can change and that, in fact, you can win at life. *Choose to Win* shows you how to achieve massive change without massive upset. It all starts with identifying your why, which reveals the how that opens multiple doors of what. His revolutionary plan guides you through making one small choice at a time through a sequence of easy-to-follow steps in seven key areas: mental, spiritual, physical, family, finance, personal, and career. Ziglar also helps you identify the life-killing, unhealthy habits that cause misery, dissatisfaction, and lack of success—and, more importantly, how to implement positive habits through the trinity of transformation: desire, hope, and grit. The result is a more productive, more fulfilling, and more meaningful life. You can take control of your destiny and leave the lasting legacy you've dreamed about and deserve. You simply need to choose to do so.

CREATE AN INCENTIVE COMPENSATION PLAN KNOWING IT WILL BE GAMED Tired of the reality that within five minutes of announcing an incentive plan someone on your sales team starts to find ways to game the plan? **THERE IS NOTHING WRONG WITH THAT** By gaming, sales reps are trying to achieve the goals you set out. Too many companies walk away from

incentives thinking they create a scenario in which every win by a team member means a loss for the company. The only thing a "loss" means, though, is that you, the corporate leader, wrote a bad plan. Instead of fighting the gamers on your staff, build your incentive plan knowing that your sales reps will take every possible means to earn their badges, bonuses, checks, extra PTO days, or whatever other bait you dangle in front of them. "Game the Plan's" revolutionary, three-pronged approach takes the guesswork out of creating the right plan by reviewing a combination of academic, experiential, and empirical data. And the self-assessment exercises will help you diagnose and fine-tune your company's incentive strategy effectiveness. Christopher Cabrera offers you a way to intelligently harness the unique motivational composition of your workforce and systematically spike company-wide collaboration and profitability across every job function and department. This is your key to drive your employees to the right behavior by crafting a dialed-in incentive plan that motivates them to be more productive and loyal. ""Game the Plan" is a must-read. Chris shows how to use real-life data to create killer incentive compensation strategies that will transform your enterprise." -Marc Benioff, Chairman and CEO, salesforce.com "The ideas here resonate for me as a business executive and a former pro-football player. The right incentives are powerful motivators, and "Game the Plan" explains these ideas brilliantly." -Ronnie Lott, NFL Hall of Fame (2000 Inductee) "Chris and his team have designed a tool that creates more engaged employees, drives the right behavior, and helps organizations meet their goals. I've seen his principles work first hand." -Steve Cakebread, former CFO, Salesforce.com "Chris gives real-world tips, relevant research, and great examples to better reward our sales producers. Start here to 'game the plan' well " -David J. Cichelli, Sr. Vice President, The Alexander Group, Inc. "If you've thumbed your nose at incentives because you think they create win/lose scenarios, Chris will quickly change your mind." -Keith Krach, Chairman and CEO, DocuSign "Chris has written a fantastic book that helps bridge the 'sales & finance' chasm. If you deal with compensation, especially sales compensation, read this book." -Aaron Ross, bestselling author of "Predictable Revenue" ""Game The Plan" should be on every sales manager's and CFO's must-read list." -Barry Rhein, founder of Selling Through Curiosity ""Game The Plan" is the perfect example of why you should go with the tide instead of against it. There's brilliance in the simplicity of taking the natural tendencies of human behavior and rewarding those who achieve financial results." -Rodahl Leong-Lyons, VP of Sales-Americas, Hyatt Hotels Corporation "This is an easy, fast, and insightful read that delivers far more than the even title promises. Chris] unveils the many powerful links between human motivation and business performance." -Gerhard Gschwandtner, founder and CEO, Selling Power "Chris stands out with his vision, experience, and access to hard data. It takes this unusual combination to inspire this unconventional insight." -Alan Benson, PhD candidate, MIT Sloan "Compensation plans can make or break employee morale and customer satisfaction. For the first time, Chris] shows how to build those plans." -Paul Greenberg, author of "CRM at the Speed of Light," 4th Edition.

Achieve a fully engaged workforce What if every single employee—every single one—worked in their dream job, utilized their best talents, worked with an inspirational leader and was fully engaged in their role? For companies, this scenario leads to breakthroughs in productivity, customer service, profitability, and shareholder value. For individuals, it means better health, stronger relationships with family and friends, and greater happiness. We sketches the landscape of today's changing job environment and gives managers and individual employees alike a road map to full engagement. Anchored with specific metrics, based on studies of 2 million people, includes engagement, retention, customer loyalty, and profitability Scientific research and academic insights are translated into actionable steps Authors have extensive experience in cutting-edge human resources solutions Achieve breakthrough results for yourself and your organization with the power of full engagement from We.

Employee engagement is a novel concept that has been building momentum in recent years. Understanding Employee Engagement: Theory, Research, and Practice exposes the science and practice of employee engagement. Grounded in theory and empirical research, this book debates the definitions of engagement, provides a comprehensive evaluation of empirical findings in the engagement field including a focus on international findings, and offers implications for science and practice in organizations. Employers can learn how to foster and drive engagement to increase productivity and happiness, and researchers can master the existing engagement literature and begin to study the many propositions and new models Zinta S. Byrne, Ph.D. proposes throughout the book.

Management guru Jill Geisler has coached countless men and women who want to build their leadership skills, help employees do their best work, and make workplaces happy and successful. In WORK HAPPY, she provides a practical, step-by-step guide, based on real-world experience, respected research, and lessons that will transform managers and their teams. It's a workshop-in-a-book, designed to produce positive, immediate and lasting results. Whether the reader is an experienced manager, a rookie boss or an aspiring leader, WORK HAPPY will supercharge their skills and celebrate the values that make anyone look forward to going to work. Jill Geisler offers concrete steps for improving each element of management including collaboration, communication, conflict resolution, motivation, coaching, and feedback, so that everyone on the team—whether in the office or working offsite—can do their best. WORK HAPPY takes management skills to the next level and proves that learning, leadership and life at work can (and should) be fun.

Employee engagement has become the hot topic in business circles over the past several years. Although many leaders have a basic understanding of what it is and how it affects business outcomes, they rely on a set of faulty assumptions about how to create an engaged workforce. These assumptions—mostly carry overs from an old-school management mindset—distort the true meaning of employee engagement. The Stepford Employee Fallacy tells leaders what they need to hear and what employees are too afraid to say: the truth. Employers cannot mistreat their employees and expect them to be happy, committed, high-performing corporate robots. This book dismantles the contemporary understanding of employee engagement by debunking the beliefs of business leaders who have unrealistic expectations for their workers. Using anecdotes from his consulting practice, third-party research, brain science, current events, and his own personal observations from the front lines, Jonathan D. Villaire explains why the majority of employees today are disengaged in their jobs. He then offers some radical solutions to make all organizations more engaging places to work. Employee engagement is often referred to as a win-win situation for workers and their employers. It is, but only if leaders let go of the falsehood that has become an unspoken managerial tenet of the modern workplace: The Stepford Employee Fallacy.

If You Want People to Read Your Book, Writing It Is Only the Beginning There has truly never been a better time to be an author. For the first time, authors have direct access to the public via the Internet—and can create a community eagerly awaiting their book. But where do new authors start? How do they sort through the dizzying range of online options? Where should they

