

Employee Engagement 2.0: How to Motivate Your Team for High Performance



Imagine if you could: Create massive emotional commitment among all your direct reports Turn apathetic groups into high performance teams exhibiting huge discretionary effort Be a leader who people fight to work with Win a Best Place to Work award within 12 months Indeed, you can do all that and more, and it doesn't take a lot of time or a big budget. This isn't just another ivory tower book on leadership. Employee Engagement 2.0 is the result of both massive research and real-world experience. The author, Kevin Kruse, is a former Best Place to Work winner, serial entrepreneur, and New York Times best-selling author. He has advised dozens of organizations, from Fortune 500 companies like SAP, to startups and non-profits, and even to the US Marines. This is your step-by-step guide that will teach you: What employee engagement is (it does not mean happy or satisfied) How engagement directly drives sales, profits, and even stock price The secret recipe for making anyone feel engaged How to quantify engagement, even if you have no budget Seven questions to ask that will identify your engagement weakness What to say to facilitate a team meeting on engagement A communication system that ensures rapid, two-way flow of information How to make your strategic vision memorable and sticky How to implement a complete engagement plan in only eight weeks! Being a great leader - one who drives massive passion, commitment and engagement - is within your reach. Follow the step-by-step plan in Employee Engagement 2.0 and prepare to be a great place to work.

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