

National Bestseller!

THE ART *of* ENGAGEMENT

Contents

Introduction

Part 1: What “Engagement” Really Means

1. What Do You Mean, You Want a Hot Dog?
2. The Engaged Difference
3. The Roots of Engagement

Part 2: The Disengagement Canyon: Voices from the Trenches

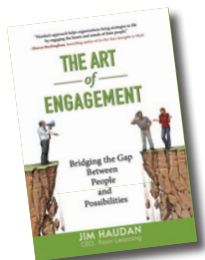
4. I Can't Be Engaged If I'm Overwhelmed
5. I Can't Be Engaged If I Don't Get It
6. I Can't Be Engaged If I'm Scared
7. I Can't Be Engaged If I Don't See the Big Picture
8. I Can't Be Engaged If It's Not Mine
9. I Can't Be Engaged If My Leaders Don't Face Reality

Part 3: The Six Keys to Engagement

10. Key #1: Connecting through Images and Stories
11. Key #2: Creating Pictures Together
12. Key #3: Believing in Leaders
13. Key #4: Owning the Solution
14. Key #5: Playing the Entire Game
15. Key #6: Practicing before Performing

Part 4: The Process of Strategic Engagement

16. Strategic Engagement as a Process
17. Creating a Line of Sight
18. Connecting Goals
19. Developing Capabilities
20. Conclusion: Lessons Learned



For book and Root Learning information, contact Robin Wooddall Klein at rklein@rootlearning.com
www.rootsofengagement.com