

National Bestseller!

THE ART of ENGAGEMENT

Jim Haudan Biography

Jim Haudan is a different kind of CEO. He has a passion that goes beyond building his own successful company, Root Learning. For the past 20 years, he has been helping organizations and individuals unleash hidden potential by fully engaging them in their work. Starting as a coach and school administrator, it's not a stretch that the company he co-founded focuses on business learning – the kind that produces real results by engaging people to deliver on strategies.

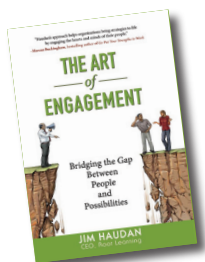


Headquartered in a little town in Northwest Ohio, Root Learning's team, just 100 people strong, partners with senior teams at major companies worldwide to build creative ways to execute strategy. They do this through drawing people into the business by tapping into basic human curiosity and intelligence. Jim believes that business results don't come from creating a great strategy, but by meaningfully connecting all of the people in the company to bring it to life. And the Root team agrees, resulting in three straight years of making the list of the Best Small and Medium Companies to work for in America.

Jim leads a group of creative, analytical people who combine art and dialogue in innovative ways. Clients include some of the biggest names in business, including Starbucks, IBM, Dow Chemical, Pepsi, FirstEnergy, Bank of America, and Hilton Hotels – more than 500 companies and tens of millions of people. Haudan wrote this book in response to the impact that the Root method has had on such a great number of people. It reflects two decades of lessons learned in consulting with senior teams at some of the largest companies in the world.

The Art of Engagement explores, in clear language, stories, and pictures, the concept of “engagement” in business and its importance in executing any kind of strategy. The first part of the book explains what engagement is all about, including the four “roots” of engagement that all people require to feel engaged. Part 2 explains the six major reasons why so many workers rank themselves as “disengaged” from their companies. In part 3, readers discover the six keys to unlocking engagement in any organization – ways to reach people where they are, allow them to access information and discuss it with people at all levels, and then come to their own conclusions. As Haudan says, “People will tolerate the conclusions of others, but will ultimately act on their own.” In part 4, he presents a framework for implementing the process of strategically engaging employees, including a way that readers can assess their own companies’ engagement at the leader, manager, and individual contributor levels. The book concludes with 12 “truths” that apply to every business reader.

A frequent speaker on leadership alignment, strategy deployment, employee engagement, and accelerated learning, Jim has contributed to numerous business publications. He lives in Sylvania, Ohio, with his wife Michelle. They have three children, Brad, Brooke, and Blake. When he's not traveling the globe visiting clients, he enjoys relaxing with his family at their lake cottage, playing golf, and going to Jimmy Buffett concerts.



For media information, contact Meryl L. Moss at 203.226.0199 or www.mediamuscle.com
For book and Root Learning information, contact Alison Lazenby at alazenby@rootlearning.com
www.rootsofengagement.com