

National Bestseller!

THE ART of ENGAGEMENT

Summary

Every company has a story – a journey that includes where it’s been, where it is now, and where it wants to go. A company’s strategy typically serves as this map – how the company plans to achieve its goals. Leaders of successful businesses spend a great deal of time making sure they create the perfect strategy, but most will admit that they struggle more in executing that strategy. And, of course, strategy execution has the greatest impact on a company’s success.

In clear language, stories, and pictures, *The Art of Engagement* explores the concept of “engagement” in business and its importance in executing any kind of strategy. Jim Haudan explains what you can do to ensure that your strategies are executed – that you’re able to translate aspirations into tangible results. By engaging your people in the execution of the strategy, leaders can catapult a business forward and create an energized workforce in the process.

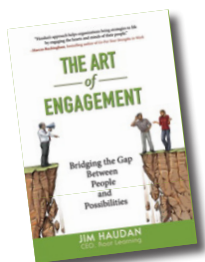
The first part of the book explains what engagement is all about, including the four “roots” of engagement that all people require to feel engaged. These are the need to feel part of something big, to have a sense of belonging, to be on a meaningful journey, and to know that their contributions make a difference.

Part 2 focuses on the six major reasons why so many workers rank themselves as “disengaged” from their companies. People can’t be engaged if they’re overwhelmed, if they don’t “get it,” if they’re scared, if they don’t see the big picture, if they don’t feel ownership, and if their leaders refuse to face reality.

In part 3, readers discover the six keys to unlocking engagement in any organization – creative 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.” These ways include visualization, dialogue, and safe practice before performing.

In part 4, Haudan presents a framework for the process of strategically engaging employees, including a way for readers to 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.

Through the words, pictures, and stories in this book, Haudan shares the art of connecting people to strategy – and to each other – to enable every company to reach its destination.



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