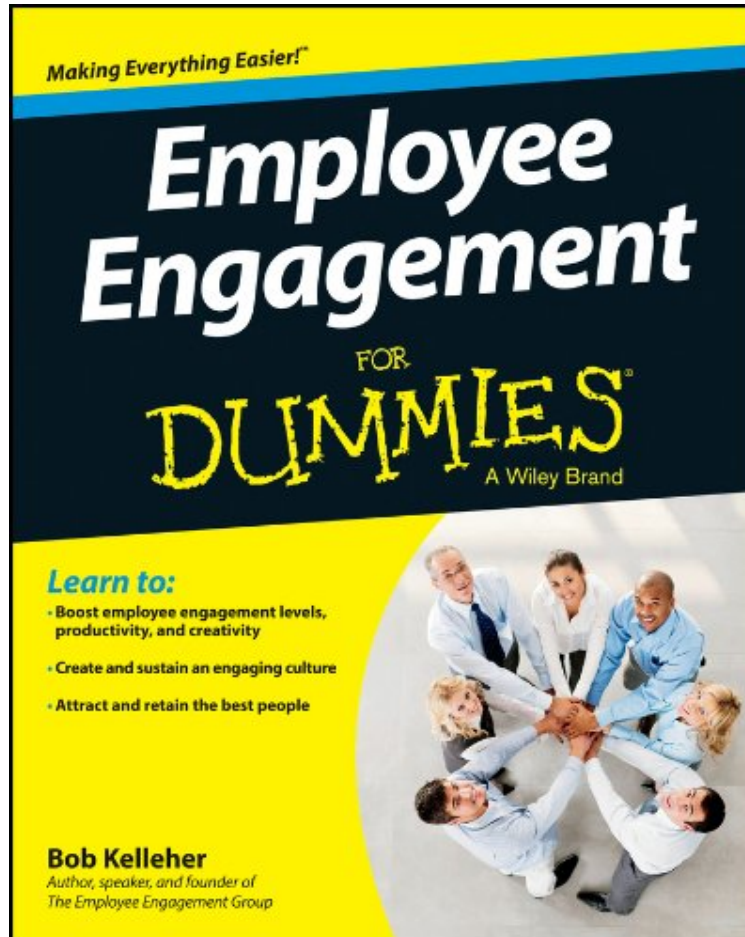


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Employee Engagement For Dummies

Bob Kelleher

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Bob Kelleher : Employee Engagement For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Employee Engagement For Dummies:

2 of 2 people found the following review helpful. Perhaps the single best Employee Engagement resource available today. By Jesse Lahey I was skeptical of this book, even though Bob's previous books were well written and worthwhile. I didn't feel like a dummy, and I didn't particularly want to read a 350-page textbook on this topic. However, I was very pleased to discover this is a must-read handbook on all aspects of increasing employee engagement, in an easy-to-read format with plenty of humor, stories, checklists, and so forth to keep me turning the pages. Bob Kelleher's 30 years in the trenches, plus the Dummies team's talent for organizing and communicating valuable content, is a winning combination. Bob is thorough and very generous with what he knows. For example, here is just some of the "meat" the book includes: engagement survey questions; communication protocol, planning templates, and best practices for communicating before, during, and between surveys; steps for establishing local and company-wide engagement committees; steps for creating, communicating, and reporting on action plans; interview questions to help select employees who are more likely to be fully engaged; what to ask in

exit interviews and "stay" interviews to help you learn how to improve future engagement; best practices for using the onboarding process to engage employees right from the start; steps to identify, crystallize, and communicate, and reinforce the company's purpose, values, and vision; tips for incorporating corporate social responsibility (CSR) to drive engagement; best practices for training managers to drive engagement; tips and key messaging to help get all senior leaders on board, so that employee engagement becomes a corporate initiative rather than just an HR "program of the day"; best practices for recognition; 12 leadership-based engagement drivers; steps for setting performance expectations and conducting performance appraisals; alternatives for performance assessment and feedback

On a side note, I read this book on my Kindle, and all of the sidebars and callout boxes were formatted perfectly. Kindle users know that many graphical books don't translate well to Kindle, but the publishers of Dummies clearly have this down to a science.

1 of 1 people found the following review helpful. Use this book to become a successful leader

By HR Guy

In this book Bob Kelleher provides a very thoughtful step-by-step approach to create a culture of engagement in your company. However it also provides the framework for sound leadership practices. Follow the lessons outlined in the book and you will all the basic building blocks of sound management well delivered. The lessons contained in this book make sense. It gives many specific examples of behaviors that managers and managers-to-be should exhibit. Chapter 5 on communication is worth the price of the book alone. I have never heard a complaint from an employee that the company/ management/ HR communicated too much! However I have listen to many employees complaining about he "mushroom syndrome" (kept in the dark and fed waste). Everyone wants to feel informed and included. That is part of our nature. Meet this need and your people will respond and get involved.

Bob's books and programs are always very strong on practical approaches to organizational issues. This book could easily be used in a course on good management practices. I found it helpful for practicing managers and insightful for those who want to become managers. Do what the book outlines and you ill be noticed (in a good way) by your organization.

3 of 3 people found the following review helpful. No longer a 'dummy' when it comes to employee engagement

By John Konselman

This book is a great way to understand the complexities of engaging people in the workplace! First, it is an easy read - the language is conversational with real personality built in. I felt like Bob was 'talking' to me. The information is great - well researched and explained. The most value came with all the tools and resources sprinkled throughout the book. This isn't just a book that tells you what to do, it also shows you how to do it with forms and diagrams that are easy to reproduce. Of course, the Dummies format allows me to find valuable information quickly and when I need it. I would recommend this book to anyone who manages people or runs a business.

The easy way to boost employee engagement Today more than ever, companies and leaders need a road map to help them boost employee engagement levels. Employee Engagement For Dummies helps employers implement the necessary plans to create and sustain an engaging culture, allowing them to attract and retain the best people while boosting their productivity and creativity. Employee Engagement For Dummies helps you foster employee engagement, a concept that furthers an organization's interests through ensuring that employees remain involved in, committed to, and fulfilled by their work. It covers: practical steps to boost employee engagement with your company or team; how to engage different generations of employees; the keys to reduce voluntary employee turnover; practical tools to help retain and engage your employees; processes that will boost employee retention and productivity; hiring the best fits from the start; and much more. Helps you recognize and understand the impact of positive employee engagement Helps you attract and retain the best employees Employee Engagement For Dummies is for business leaders at all levels who are looking to better engage their employees and increase morale and productivity.

From the Back Cover

Learn to: Boost employee engagement levels, productivity, and creativity Create and sustain an engaging culture Attract and retain the best people Create and sustain an engaging culture for your employees Today more than ever, companies and leaders need a road map to help them boost employee engagement levels. Employee Engagement For Dummies helps you implement the necessary plans to create and sustain an engaging culture, allowing you to attract and retain the best people while boosting their productivity, morale, and creativity. Employee engagement 101

mdash; get started with employee engagement basics, find your employee engagement baseline, and make the connection between engagement and motivation Drive home engagement

mdash; engage employees through leadership, use each generation's values to engage them, and drive engagement through team development, branding, and gamification You're hired

mdash; find the lowdown on hiring for engagement, from interviewing job candidates to effective onboarding techniques to foster engagement Measure engagement

mdash; discover how to measure and recognize engagement, from setting performance goals to offering rewards and recognition (and everything in between) Open the book and find: How to make a business case for employee engagement The effectiveness of using each generation's values to engage them The importance of communication to engagement Characteristics of an engaged team How to help struggling employees Ten ways to engage new hires How engaged employees help your bottom line Quick recognition ideas that will boost engagement About the Author Bob Kelleher is a leading author, speaker and founder and CEO of the Employee Engagement Group. nbsp;He has authored the best selling

nbsp;Louder

Than Words: 10 Practical Employee Engagement Steps That Drive Results, Creativeship, A Employee Engagement Fable, Employee Engagement for Dummies, and I-Engage, Your Personal Engagement Roadmap. In addition, he has co-authored Customer Experience for Dummies, with Roy Barnes. A noted thought leader and in-demand consultant and keynote speaker, Bob travels the globe sharing his award-winning programs and insights on employee engagement, leadership, and workforce trends. His best practices are culled from his years researching and consulting with "best-in-class" companies, along with his work as Chief Human Capital officer of a Fortune 500 professional services firm and Chief Operating Officer and EVP of Organizational Development of an international consulting firm. Visit EmployeeEngagement.com and BobKelleher.com for more information.