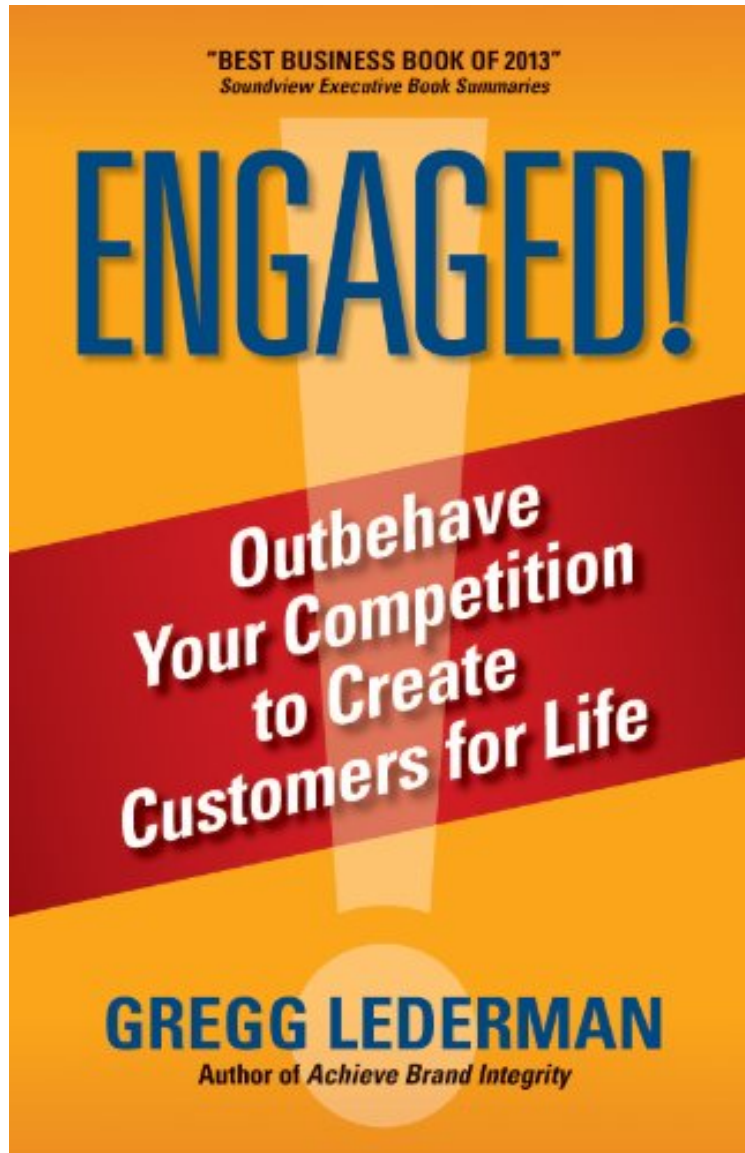


[Download] Engaged!: Outbehave Your Competition to Create Customers for Life

# Engaged!: Outbehave Your Competition to Create Customers for Life

*Gregg Lederman*

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**Gregg Lederman : Engaged!: Outbehave Your Competition to Create Customers for Life** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Engaged!: Outbehave Your Competition to Create Customers for Life:

1 of 1 people found the following review helpful. "INFORMATIVE, COMPREHENSIVE, AND CONCISE!" By Author/Reviewer Geri Ahearn Gregg Lederman delivers a valuable guide, which is extremely useful for anyone

interested in improving business success, and productivity. The author offers a step-by-step presentation on how to increase a company's profit, by using eight principles that managers need to create, in order to produce excellent customer satisfaction. Through my own experience of managing a company twice in my life, when I became self-employed, I did research on finding helpful tips and guidelines on how to improve productivity, and this is one of the most helpful books I have read thus far. Gregg Lederman shows you what tools and techniques to use, how to achieve customer and employee happiness, how to obtain good teamwork, and much more. The author gives examples through experience and expertise on creating an atmosphere of appreciation to increase motivation, as Lederman highlights combined efforts, beliefs, and values. In addition, resources are given to support the author's guidelines. "ENGAGED" is focused on the ultimate customer satisfaction, with a listing of useful ideas. Most important, the author includes information on how to build trust in you as a leader, which is essential in increasing productivity on the road to success. As I read through the pages of this interesting and helpful guide, I agreed with Gregg Lederman that these techniques must be lived everyday, through devotion and dedication, in order to produce success in any business. The key factors of being consistent and happy, open the golden door to increased profit in an environment of appreciation. In conclusion, when a leader produces excellent qualifications in performance, the outcome can become excellent and rewarding for a respected, successful business. Refreshing, easy-to-read, educational, and extremely useful. Highly recommended!

1 of 1 people found the following review helpful. Something New Each Time You Read  
By AMP  
This book contains a number of solid ideas that any manager could benefit from using with their team (or with an entire company) to increase engagement and results. How to make recognition strategic, how to help your team put the customer first, how to define your values to better set expectations, etc. Use one of the book's key tenants - that shifting culture is about reminding more than training - to direct how you approach the book. Read it once, implement some of suggestions, and then re-read the book to REMIND yourself of the goal and add another idea for engaging your team to "outbehave."  
0 of 0 people found the following review helpful. Purchased it because the special care home my mom is in was suppose to be putting the procedures in this book in place to ensure  
By Customer  
It was what I expected. Purchased it because the special care home my mom is in was suppose to be putting the procedures in this book in place to ensure better service to clients. Lots of good ideas and practices but like all these business improvement books, implementation and monitoring are key.

Customers love it when employees are ENGAGED to deliver an experience. However, it doesn't come easy for most companies. The level to which your workforce is ENGAGED also has a significant impact every day on employees' happiness and productivity, the customer experience, and your company's profitability. Your company can be one that customers love to do business with; one that turns customers into loyal followers who buy more and more often. The journey through ENGAGED!, will teach you what leading companies do to create "customer love." In this book, you'll discover the Eight Principles that every manager needs to create a workforce that "lives the company brand" in ways that leads to an experience that helps you create customers for life. With the tools and techniques outlined in this book, your company can:

- Get all employees "on stage" to deliver a more consistent customer experience.
- Increase employees' happiness so they make your customers happier.
- Go beyond announcing your culture to getting every employee consistently living it.
- Quantify your culture and customer experience to create unheard of visibility that gets everyone focused on results.
- Create an environment of appreciation that empowers employees and helps them to become more motivated and committed to your company's success.
- Fill every manager's toolbox with practical and proven techniques for making your company's values and desired customer experience a part of the conversation every day!

Gregg Lederman taps into his vast experience of helping many "best companies to work for" to share his proven principles for defining the work culture and customer experience, reminding the workforce to live the brand daily, and—most importantly—quantifying the experience and holding the workforce accountable for financial results. This book dispels popular myths about employee rewards (they don't work the way you think they do) and employee and customer satisfaction efforts (which, for most companies, are more of a distraction than useful data linked to tangible results). The author introduces the ENGAGED Index (a tool you can use to find out how ENGAGED your company is). This book will help you put your plan together so that rather than imagining what could be, you'll actually design what should be.

Gregg Lederman hits the bull's-eye in his new book, ENGAGED!. He understands that inspired employees who live your organization's values have a lot more impact on your brand than fancy logos and slick advertising. If you want motivated people and raving fan customers, read this book! --Ken Blanchard, co-author of Raving Fans and Trust Works!

Creating loyal employees and customers is a journey. A consistently great experience is required. ENGAGED! is a fantastic read for those looking for a step-by-step pathway to improve their employee and customer experience. --Colleen Wegman, President, Wegmans Food Markets

Finally a book that is so fundamental to success in today's business climate. Both managers of small businesses and multinationals can equally benefit from reading ENGAGED!. Every leader or potential leader should read this. It's a fun and fresh reminder

of how any brand can establish a culture with employees that your customers will love you for.” --Kyle O'Brien, Executive Vice President of Sales, Chobani, Inc. “An experience is being delivered at every interaction with your customers. ENGAGED! provides a simple step-by-step approach to help every employee get “on-stage” to perform your company’s experience. An amazing read for anyone responsible for ensuring a world-class customer experience.” --Jamey Rootes, President, Houston Texans “If you want to create an amazing culture, one where employees are engaged, excited to come to work, desire to do their best, feel fulfilled, and want to make customers happy, then you will love the lessons you will learn in ENGAGED!” --Shep Hyken, New York Times best-selling author of The Amazement Revolution “This is an excellent book that shows you how to build a high-performance company by creating and rewarding high-performance people.” --Brian Tracy, New York Times best-selling author of Eat That Frog “When leaders begin to care more about the company than they do for themselves, great things start to happen. If you are looking for a book packed with tools to help create winning teams, you just found it. An amazing read for anyone looking to enhance their leadership skills at work and in life.” --Mark Schlereth, three-time Super Bowl champion and current ESPN NFL Analyst “If you’re looking to completely transform your customer experience, ENGAGED! provides the strategies, tools, and techniques to show you how.” --Lynn Yanyo, Director of Marketing and Customer Services, LORD Corporation “A fundamental principle of business first developed at and now widely touted by the Simon School is that “skin in the game” matters. When individuals are more invested and engaged, the performance of their company improves. Gregg Lederman’s book provides a novel method to quantify employee engagement and thereby ultimately a vehicle to improve your company’s performance. For leaders who care about making their companies ever better, ENGAGED! is a must-read; first to read and then to put its insights into practice.” --Mark Zupan, Dean of the Simon School at the University of Rochester “What a great book! It is practical, smart, has fresh energy, and is edgy. I really like the way Gregg Lederman puts theory into practice. Outstanding!” --Craig P. Dinsell, EVP, Chief Human Resource Officer, Oppenheimer Funds “ENGAGED! is easy to read, understand, and implement. It is ideal for companies of any size who want to cut through the branding forest to see the trees that make a brand visible and palpable. The ENGAGED process will help your company celebrate successes and reinforce the behaviors that bring your brand to life.” --Lynne S. Katzmann, President and CEO, Juniper Communities “Gregg Lederman in his book ENGAGED! has provided a common-sense approach to a not-so-common, yet critical, business strategy—that is, spending less time creating and marketing your brand and more time getting all employees to “live the brand.” Approaches such as “making the invisible visible” and creating a unified organizational “mindset” are key concepts for leaders to ponder. Gregg makes the point that what is commonly defined by business strategists as the “soft stuff” truly is the “hard stuff” as evidenced by the absence of high levels of employee engagement in so many companies today. Want a straightforward approach to engaging more employees in the work of your organization? Open this quick-read book and begin to change your mindset!” --Kathy Parrinello, Chief Operating Officer, Strong Memorial Hospital, University of Rochester Medical Center