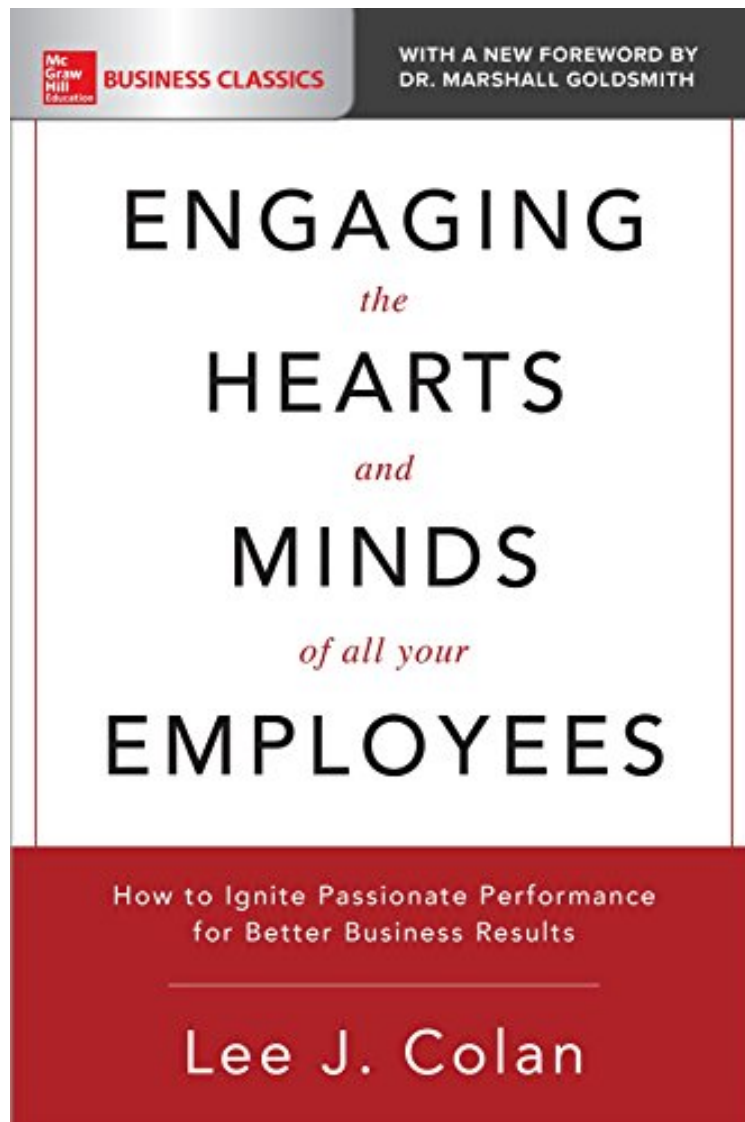


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# Engaging the Hearts and Minds of All Your Employees: How to Ignite Passionate Performance for Better Business Results

Lee J. Colan

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**Lee J. Colan : Engaging the Hearts and Minds of All Your Employees: How to Ignite Passionate Performance for Better Business Results** before purchasing it in order to gage whether or not it would be worth my time, and all praised Engaging the Hearts and Minds of All Your Employees: How to Ignite Passionate Performance for Better Business Results:

1 of 1 people found the following review helpful. Can be applied to real world MgmtBy Kevin UsiltonThe real beauty

of this book is that you can immediately begin applying the teachings to your job or profession. Personally, I work for a company that is both a fortune 500 and an industry leader. FedEx has a very high focus on employee engagement and is geared towards their people. This book uses the Bravo Zulu award that FedEx administers to spontaneously recognize an employees work performance and also gives other examples of how to fully engage your people while working in a fortune 500 company. I've found these teachings to be personally rewarding as well as helping mold a positive, productive work environment. If you're in management you will love it and learn a good deal.- Kevin Usilton, Swiftwater PA  
1 of 1 people found the following review helpful. a MUCH-NEEDED Reminder  
By Lin O'Neill  
Lee Colan's latest book is a MUCH NEEDED reminder that, particularly in these tough economic times (and really always), the organizations that consistently perform well are those whose employees understand and buy into the organization's direction. The advice is practical, the stories are entertaining and the author's experience "comes through." It is rare to find organizations that know how to satisfy the six needs outlined...hopefully, after reading this book, there will be more.  
2 of 3 people found the following review helpful. Hearts, Minds and Engagement go well together  
By Alexander D. Lucia  
Employee engagement makes a lot of sense not only for a company and its customers but for the employees as well. This book provides not only the why bother but more importantly the how to.

Employee engagement is the cornerstone of achieving a sustainable competitive advantage. In *Engaging the Hearts and Minds of All Your Employees*, leadership expert Lee J. Colan delivers the "how to" for inspiring your team so they deliver unparalleled value to your customers. Proven at Fortune 500 companies across the globe, Colan's simple but powerful formula is this: meet your employees' basic intellectual and emotional needs, and they will perform at peak ability. Their minds and hearts will be fully engaged, they will be energetic and innovative-and they will keep your customers satisfied and loyal. To do this, he equips you with the practical tools to engage employees at all levels, and ignite the fire of "Passionate Performance." With clear, concise strategies, Colan reveals how to view employees as human beings, not just workers, in order to fulfill their six basic needs: intellectual (Achievement, Autonomy, and Mastery) and emotional (Purpose, Intimacy, and Appreciation). He gives you concrete action steps to: Identify ways to eliminate barriers to achievement Define boundaries within which employees have the autonomy to do their jobs Create a compelling purpose for your team Focus resources and time to best support your purpose Answer the Fundamental Four questions that employees are always asking, whether you hear them or not Create team rituals that help build intimacy Packed with proven strategies for meeting your people's needs as well as instructive examples from stellar companies including Nordstrom, Southwest Airlines, Toyota, and General Electric, *Engaging the Hearts and Minds of All Your Employees* is your field guide for conquering your competition...one employee at a time.

From the Back Cover  
Build passion and performance through employee engagement! Are your people passionate about what they do? Are they on board with your team's real purpose? Do they go the extra mile for your customers? Colan reveals the practical steps necessary to inspire and engage your employees. He shows you how to meet their most basic intellectual and emotional needs while assessing your own engagement style. By fully engaging your employees, you'll nurture a team that gives their all to deliver service. "This practical guide delivers the right message at a critical time...engage your people!" is a swift read and provides fresh, new insights. *Passionate Performance* is the secret sauce to today's leading organizations." Jim Thyen, president and CEO, Kimball International  
"A quick and actionable read! Colan is true to form with clear insights and practical tools for engaging your team. This book should be read by every leader who wants to conquer the competition." Stephen Mansfield, Ph.D., president and CEO, Methodist Health System  
"Packed with tools that you can start using immediately to boost performance, *Engaging the Hearts and Minds of All Your Employees* is the pathway to better results."-David Cottrell, author, *Monday Morning Leadership*  
About the Author  
Lee J. Colan, Ph.D., is an executive advisor to America's leading companies, engaging presenter of actionable idea and author of 14 leadership books. Learn more at [theLgroup.com](http://theLgroup.com)