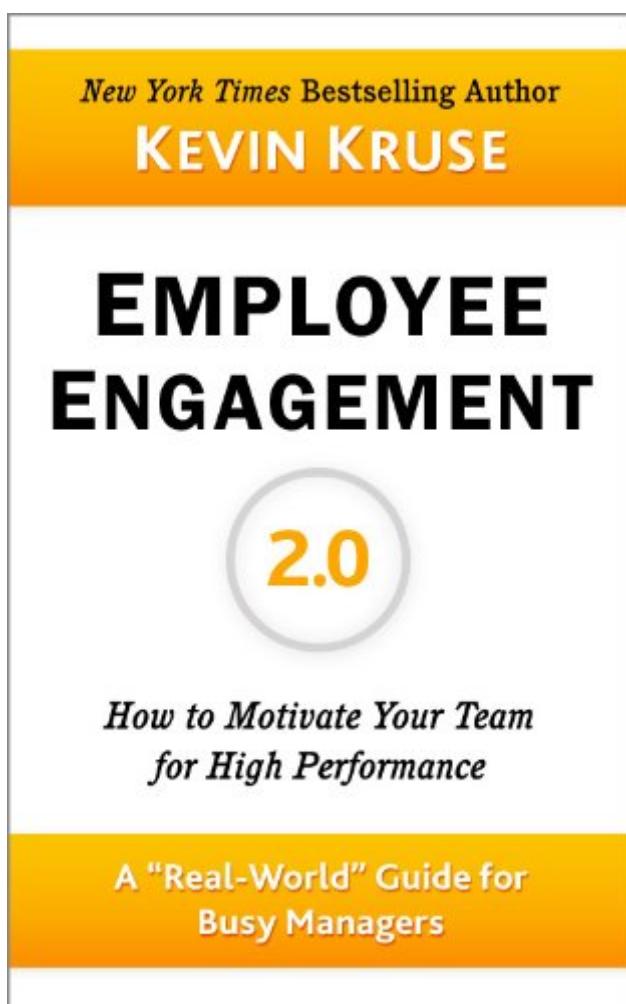


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# Employee Engagement 2.0: How To Motivate Your Team For High Performance (A Real-World Guide For Busy Managers)



## Synopsis

Imagine if you could:<sup>\*</sup> Create massive emotional motivation and commitment among all your direct reports<sup>\*</sup> Turn apathetic groups into high performance teams exhibiting huge discretionary effort<sup>\*</sup> Be a leader who people fight to work with<sup>\*</sup> Win a "Best Place to Work" award within 12 months Indeed, you can do all that and more, and it doesn't take a lot of time or a big budget. This isn't just another ivory tower book on leadership. Employee Engagement 2.0 is the result of both massive research and real-world experience. The author, Kevin Kruse, is a former Best Place to Work winner, serial entrepreneur, and NY Times bestselling author. He has advised dozens of organizations, from Fortune 500 companies like SAP, to startups and non-profits, and even to the US Marines. This is your step-by-step guide that will teach you:<sup>\*</sup> What employee engagement is (it does not mean happy or satisfied)<sup>\*</sup> How engagement directly drives sales, profits, and even stock price<sup>\*</sup> The secret recipe for making anyone feel engaged<sup>\*</sup> How to quantify engagement, even if you have no budget<sup>\*</sup> 7 questions to ask that will identify your engagement weakness<sup>\*</sup> What to say to facilitate a team meeting on engagement<sup>\*</sup> A communication system that ensures rapid, two-way flow of information<sup>\*</sup> How to make your strategic vision memorable and "sticky"<sup>\*\*</sup> How to implement a complete engagement plan in only 8 weeks! Being a great leader--one who drives massive passion, commitment and engagement--is within your reach. Follow the step-by-step plan in Employee Engagement 2.0 and prepare to be a great place to work.

## Book Information

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## Customer Reviews

This book is a practical guide for engaging employees. Everything in here is actionable. No theories or long winded writing. The overall point is summed up in a quote in the book from the CEO of Campbell's Soup: "To win in the marketplace . . . you must first win in the workplace." If you don't have an engaged workforce, your business just won't grow. Good step by step instructions for engaging employees, implementing a company survey that works, getting better at communications and retaining employees through engagement. This book is full of strong how to advice. Because there is no fluff, you can read the book in a couple hours and have a lot of smart ideas to use in your workplace.

Employee engagement is directly related to profitability and productivity and maintaining a high level of employee engagement is key for all leaders/managers. This is a "must read" for any leader with direct reports. The book is short (about 50 pages) yet every page is rich with ideas and tips. It is a bit pricey for a short publication but the good news is that Kindle version is a nice price. Ed Nottingham, PhD, PCC Consulting & Clinical Psychologist Author, *It's Not As Bad As It Seems*

As a long-time front-line manager responsible for hiring, evaluating and developing people, I wish this book was available much earlier! Kevin offers immediately actionable advice and delivers it in a compelling way, with hard facts and stories we as managers can all relate to. His framework for implementing employee engagement is incredibly useful and actionable, and does not require hiring him or any other consultant to make it work. I highly recommend this book to anyone trying to tackle one of the toughest managerial issues of all time.

This book breaks down the nuts and bolts of employee engagement. It really all begins and ends with the manager. I appreciated the ideas presented and the 8 week step by step guide. It's like a business plan to increase engagement. I would have liked for the book to include more real world case studies (there were a few). The book does highlight the most important aspects of creating an engaged team. And, in my opinion, the weekly 1 on 1s are the most under valued tactic that can

generate the highest results. Speaking of results, the book also discusses how to measure and track engagement - it's easier than you think!

I am halfway through the book and already employing a couple of the techniques Mr. Kruse advocates. It's a quick read and could be digested in two hours; however, the book was chosen for a Book Club at work and we are maximizing the content through discussion. Transparent communication. Simple strategies. Excellent for driving conversation and team unity. An assortment of websites is referenced throughout the book to augment learning. I will definitely sift through some of the author's other books for similar studies.

One of the things I really enjoyed was the brevity of the book. Concise tips and thoughts about Employee Engagement with lot of extra words. My only wish would be for a little more data about people who have implemented Kevin's questions (or similar) and how successful they were. The stories were good anecdotes, but I'd love to see a "large scale" verification of the process. Overall, definitely worth reading.

Skeptics and engagement aficionados alike will appreciate this no-nonsense, how-to book(let) on getting better results from your people. Easy-to-read and a great way to invest 45-60 minutes, this book will help you be a better leader and a better person.

Great if you're a supervisor looking to learn more. It's interesting on how the mind set of making employees seem like they are the best and most important asset to the company. It would be a good book if you're starting out supervising, but remember you can't motivate the unmotivated.

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