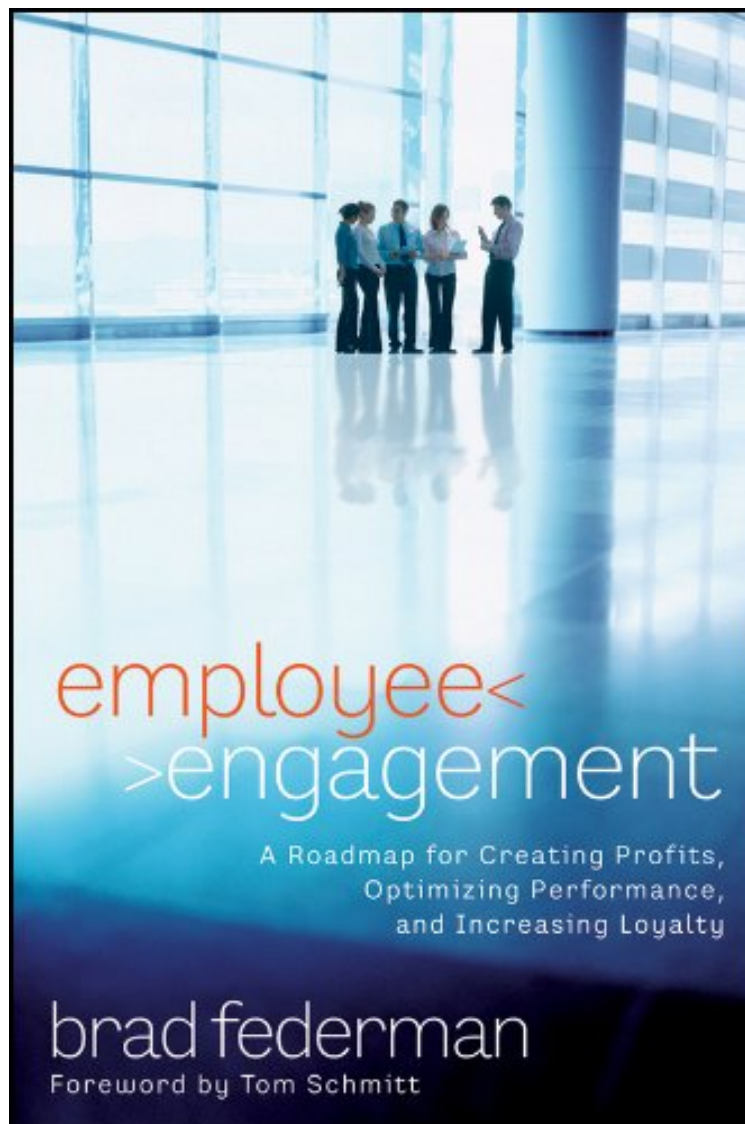


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Employee Engagement: A Roadmap for Creating Profits, Optimizing Performance, and Increasing Loyalty

Brad Federman

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"If you think you know everything it takes to attain associate/employee engagement, put yourself to the test. This book provides a holistic approach to engagement that will create the competitive edge required to succeed in this economy." --Sharon S. Bilgischer, senior manager, logistics global talent, curriculum and documentation, Wal-Mart Stores, Inc. There is clear and mounting evidence that employee engagement keenly correlates to individual, group, and corporate performance in areas such as retention, productivity, customer service, and loyalty. This timely treatment provides a comprehensive framework, language, and process that genuinely connects "People" strategy with "Business" strategy. It offers a research-based blueprint for looking at employee engagement with the same regularity and importance as any other aspect of the organization.

From the Inside Flap Each employee within an organization puts forth discretionary EFFORT; they come to work with a choice of how much effort they are willing to give their company. An engaged employee is a person who is fully involved in, and enthusiastic about, his or her work. These employees care about the future of the organization and feel a strong emotional bond to the business. How can an organization create an environment that truly engages its employees in order for the company to flourish? Employee Engagement outlines a comprehensive framework, language, and process that genuinely helps CEOs and business executives connect their overall "Business" strategy with the human resource, OD, and performance improvement professionals who are responsible for developing the organization's "People" strategy. Written by Brad Federman--a leading expert in the field of performance improvement--this research-based book clearly shows how top-level executives and HR professionals can work together to enhance employee performance and ultimately help their organization reach its goals. In addition, the author includes a blueprint for elevating Employee Engagement to the same importance as any other critical aspect of an organization. Filled with practical ideas and illustrative examples Employee Engagement: Provides a clear definition of Employee Engagement Identifies drivers of Engagement Outlines strategies for measuring Employee Engagement Features best practices for responding to Employee Engagement issues and feedback Offers a full Employee Engagement program strategy Shows how to deploy Employee Engagement as a business strategy This important resource offers step-by-step guidance for putting in place an effective Employee Engagement program that will create a workplace with more committed employees, a more meaningful environment, build stronger relationships with employees, and ultimately outperform the competition. From the Back Cover Praise for Employee Engagement "Brad Federman challenges traditional views of employee engagement by taking a systemic view of aligning people to profits. Any business leader or performance consultant will benefit from his practical applications and fresh new thinking." --Holly Huntley, global chief learning officer, CSC (Computer Sciences Corporation) "I can speak first hand to the benefits of this book when the author talks about a roadmap for creating profits, optimizing performance, and increasing loyalty. After working with Brad in two companies that I managed, I used these techniques with significant results in both organizations." --James Rose, chairman and CEO, Mosaic Sales Solutions "If you think you know everything it takes to attain associate/employee engagement, put yourself to the test. This book provides a holistic approach to engagement that will create the competitive edge required to succeed in this economy." --Sharon S. Bilgischer, senior manager, logistics global talent, curriculum and documentation, Wal-Mart Stores, Inc. "Brad's expertise is evident as he offers compelling insights into the most critical element for any successful organization. There are no silver bullets in building a great business but you won't be looking for one if you take Brad's advice and use the tools he's laid out in this must read." --Patrick W. Lawler, CEO, Youth Villages, Inc. "Inspiring! This is a must read for current and future leaders who are passionate about innovating cultures and driving top performance in all types of economic conditions. Federman's dashboard analogy simplifies the complexity of leadership and employee engagement by providing practical and attainable solutions." --Eileen Benwitt,

executive vice president, human resources, Horizon Media
About the Author
Brad Federman is the president of Performancepoint, LLC., a leading performance improvement company. Formerly he was executive vice president of Novations, a management training and consulting firm that focused on leadership, development, selection, and retention issues for Fortune 1000 companies. To learn more about Employee Engagement go to www.engagementleader.com.