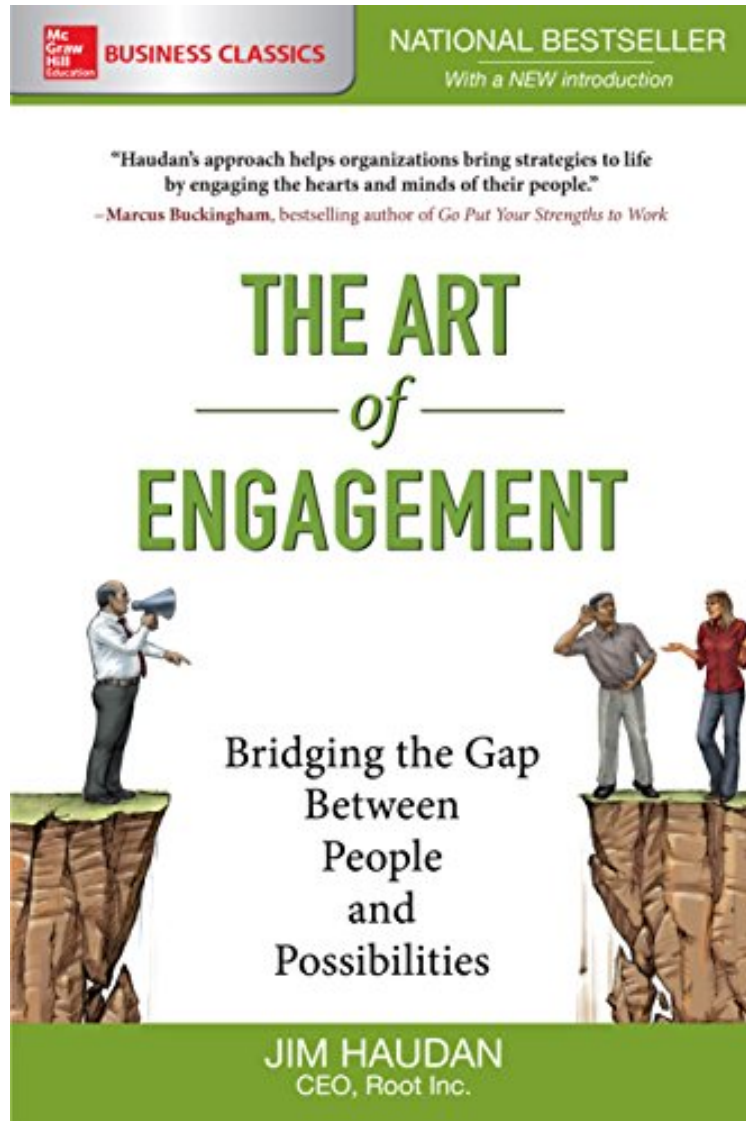


The Art of Engagement: Bridging the Gap Between People and Possibilities

Jim Haudan

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Jim Haudan : The Art of Engagement: Bridging the Gap Between People and Possibilities before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Engagement: Bridging the Gap Between People and Possibilities:

1 of 1 people found the following review helpful. Exceptional, enlightening, and entertaining By DWillis The best business book I've read in 2009. Jim Haudan has managed to accomplish the two most important (and difficult) outcomes to which an author of a business book can aspire. His text is both entertaining and insightful. Root Learning

has an exceptional track record of understanding employee engagement and helping companies bridge the often vast gap between the vision of leaders and the day-to-day experience of employees. The case studies, anecdotes, and (most critically) powerful visualization tools that Jim shares in his book are relevant for every organization. If you find yourself reading this and thinking "that wouldn't apply to my company," my guess is that you are part of the problem. I had the privilege of working with Jim's team in 2005 to produce a set of learning tools that would work with a diverse set of audiences. The results were spectacular. Root Learning combines strategic business acumen with intense creativity to produce real communication tools and insights that work. I'd work with Jim and his team again instead of the McKinseys/BCGs/Bains of the world anytime. Struggling with how to engage your employees in this economy? Wondering why all of your well-conceived strategies and grand plans for transforming your organization seem to produce less than expected results? Read this book; accept that the pictures Jim shares with you absolutely reflect what's going on in your company; think hard about how to apply the lessons; and you could do a lot worse than to call Jim and his team to help you out.

0 of 0 people found the following review helpful. Not only a factual and inspiring book, but it ...
By JEL
Not only a factual and inspiring book, but it will get you from thinking about change to making it happen. And, doing so with thoughtfulness and clear outcomes. Everyone is talking culture and purpose very few know how to implement lasting, positive transformation. If there's one book you read this year, this is the one!
0 of 0 people found the following review helpful. Want to be a better leader?
By Kevin Usilton
This book is clean and to the point. There is also a link to their web-site and membership to the online community they have developed where you can interface with others who are looking to boost employee engagement. The book provides detailed explanations of how to get your people to perform and also provides illustrations and stories to simplify the process. Very good! I have some of the analogous cartoons downloaded and printed! - Kevin Usilton, Swiftwater PA

"Haudan's approach helps organizations bring strategies to life by engaging the hearts and minds of their people." - Marcus Buckingham, bestselling author of *Go Put Your Strengths to Work*

Almost any business leader will admit that creating a strategy is far easier than executing it. That's because the majority of organizations don't know how to bridge the canyons that exist between executives, managers, and front-line employees. Most strategic initiatives fail when a company tries to execute strategy despite its people rather than through them. As CEO of consultancy Root Learning, Jim Haudan has more than twenty years experience helping businesses bridge these canyons and achieve their strategic goals. Here, he shares his secrets for driving this strategic execution. Refreshingly accessible, this important book presents executives, managers, and team leaders with a proven, effective way to communicate, empower, and motivate employees at every level of an organization. Through stories, illustrations, and insightful observations Haudan explores the concept of engagement in business--from the "roots of engagement" to the six reasons why so many workers rank themselves as disengaged to the keys to unlocking engagement in any organization. He also includes a framework for implementing the process of strategically engaging employees as well as a self-assessment for checking your own company's level of strategic engagement. *The Art of Engagement* equips you with a range of tools--sketches, illustrations, and highly visual "learning maps"--to help employees speak the same language, see from the same point of view, and connect their individual actions to the success of the whole company. Included are: Engaging visual learning tools designed to help you communicate more effectively with your workforce Proven methods for successfully engaging employees at every level of an organization Real-world case studies of such organizations as Harley-Davidson, Pepsi Cola, and Blockbuster A strategy may look perfect on paper, but it's worthless if leaders forget that human beings have to implement it. *The Art of Engagement* arms you with the knowledge and the know-how to engage your employees and drive effective strategic execution.