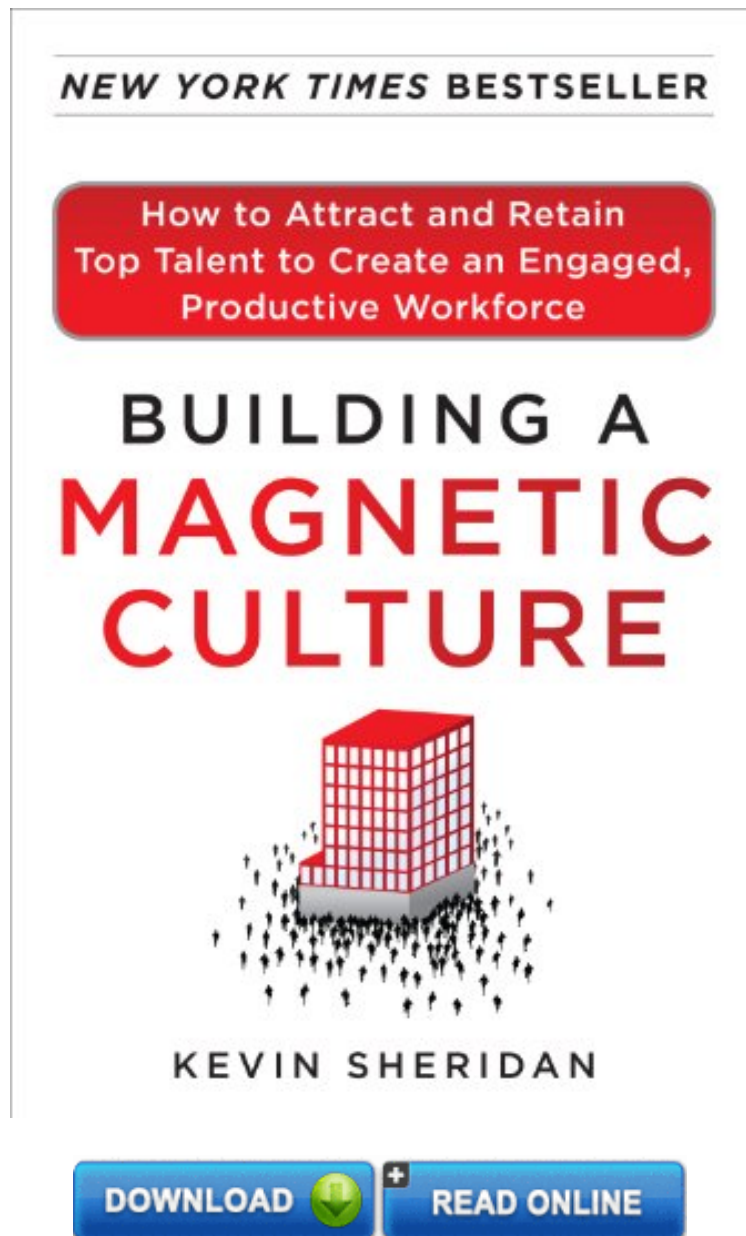


[Free] Building a Magnetic Culture: How to Attract and Retain Top Talent to Create an Engaged, Productive Workforce

Building a Magnetic Culture: How to Attract and Retain Top Talent to Create an Engaged, Productive Workforce

Kevin Sheridan

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#937657 in eBooks 2011-12-16 2011-12-16 File Name: B005NASHM0 | File size: 44.Mb

Kevin Sheridan : Building a Magnetic Culture: How to Attract and Retain Top Talent to Create an Engaged, Productive Workforce before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building a Magnetic Culture: How to Attract and Retain Top Talent to Create an Engaged, Productive Workforce:

9 of 9 people found the following review helpful. Enumerates the Cost of Entry into EngagementBy Richard E

Neslund "Building a Magnetic Culture" shares many interesting ideas and lots of supporting data. Throughout, an abundance of useful fodder for leaders to digest and act-on. On the other hand, Building a Magnetic Culture's message seems rather ambiguous not because of the content or its relevant reality but more because of Sheridan's presentation style and some of his apparent hypotheses. Falling somewhere between a scholarly research paper and a silver-bullet 'how-to ...', Building a Magnetic Culture, from my perspective, does not capture the essence of what true engagement is or how to craft workplace situations that arouse the deep interest and commitment that are characteristic of engagement. Overall, Sheridan enumerates the cost of entry into basic engagement ... without climbing-up to more deeply engaging hearts and minds to achieve great performance. In apparently avoiding taking any hard lines on holding either Managers or Employees responsible for creating engagingly productive workplaces, Sheridan presents no innovative solutions. His ample data analyses are not significantly complemented with solution syntheses ... or an increased urgency for making needed changes. While the writing was interesting (for us curious readers), overall, I don't think "Building a Magnetic Culture" will significantly move many managers toward accepting more responsibility for building engaging workplaces or move many employees toward embracing more responsibility for engaging themselves in their (and their organization's) increased success. Rather, I would encourage considering: for managers: Abraham Zaleznik's "Motivating People", Aubrey Daniel's "Bringing Out the Best in People", Martin Yate's "Keeping the Best: And Other Thoughts on Building a Super Competitive Workforce", and Victor Vroom's "Manage People, Not Personnel", for employees: Barbara Kellerman's "Followership: How Followers are Creating Change and Changing Leaders", Frederick Herzberg's "The Motivation to Work", Harvard Business Review's "Managing Yourself for the Career You Want", Ira Chaleff's "The Courageous Follower: Standing Up To and For Our Leaders", and Kenneth Wayne's "Intrinsic Motivation at Work: What Really Drives Employee Engagement" for both managers and leaders, Peter Block's "Stewardship: Choosing Service over Self-Interest" and Robert Kelley's "The Power of Followership: How to Create Leaders People Want to Follow ... and Followers Who Lead Themselves." Each of these writings digs deeper into the roots of engagement and performance and includes helpful recommendations for integrating into our everyday performance.

1 of 1 people found the following review helpful. Must Read! By Brandon This book is a must read for anyone looking to increase employee engagement in the multi-generational workplace. Kevin outlines actionable ways to build a culture that recognizes and retains talent. He has clearly completed a great deal of research in a variety of industries to produce this fantastic book. 1 of 1 people found the following review helpful. ABSOLUTELY stellar book and so useful as one focuses on improving a magnetic and engaged ... By Sue Thirlwall ABSOLUTELY stellar book and so useful as one focuses on improving a magnetic and engaged culture! I highly recommend this amazing book!

Attract top talent and energize your workforce with a MAGNETIC CULTURE

Sheridan outlines simple but powerful steps to take in creating and maintaining an organization that fosters an environment with similar attraction.

Marshall Goldsmith, Ph.D., international bestselling author of MOJO and What Got You Here Won't Get You There

A compelling case for and guide to the creation of a high engagement/high performance workforce.

Douglas R. Conant, retired president and CEO, Campbell Soup Company; New York Times bestselling author of TouchPoints

It's impossible for any company to have a monopoly on talent. But it is possible to have the best culture. Sheridan shares insights and best practices for creating an engaging culture where associates can grow and thrive.

Frits van Paassche n, president and CEO, Starwood Hotels Resorts Worldwide, Inc.

A long time ago I discovered that when employees are passionate about their work, customers are passionate about the company. Kevin Sheridan knows that secret too. His insights on finding the right people and getting them engaged can change your culture forever.

Quint Studer, founder of Studer Group, 2010 Malcolm Baldrige National Quality Award recipient

This book is filled with practical ideas, illuminating case stories, and fresh perspectives to stir employee engagement in any organization.

Pamela Meyer, Ph.D., author of From Workplace to Playspace: Innovating, Learning and Changing through Dynamic Engagement

About the Book: The perils of a disengaged workforce are well known—low productivity, high employee turnover, and failure to meet organization-wide goals. Less well known is what to do about it. How do you create a workforce that is always ready, able, and eager to take the organization to the next level? You have to create a MAGNETIC CULTURE. As CEO of leading employee survey and HR consulting firm HR Solutions, Inc., Kevin Sheridan knows how it's done—and in Building a Magnetic Culture, he shares all his secrets. Building a Magnetic Culture explains what engages and motivates employees and how to create an environment in which employees can thrive. Drawing on years of research and real-world examples from his consulting experience, Sheridan gives you the strategies and tactics you need to transform your company by creating and sustaining a Magnetic Culture. Providing benchmarking and best practices, as well as interviews with executives and HR professionals at companies that boast the highest levels of employee engagement, Sheridan outlines an easy-to-follow plan that:

- Attracts the most talented people
- and retains them
- Makes employees feel they are part of the value that their organization creates
- Increases Employee Engagement and drives productivity
- Boosts creativity and problem solving

According to HR Solutions' own employee survey results, actively engaged employees show four times

more satisfaction in their work and are four times less likely to leave than disengaged employees are.