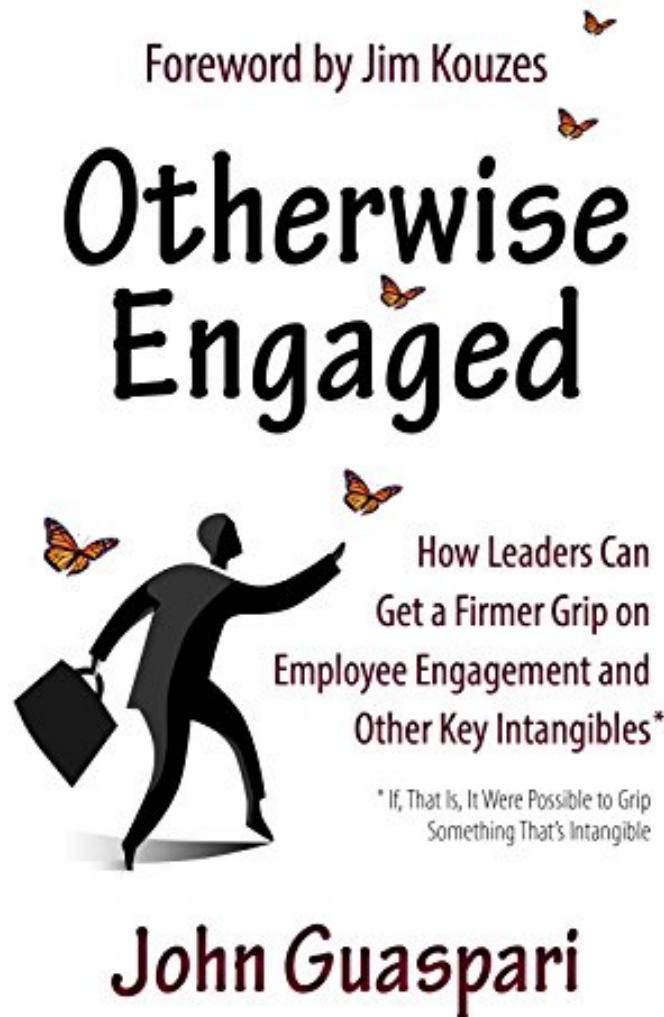


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# Otherwise Engaged: How Leaders Can Get A Firmer Grip on Employee Engagement and Other Key Intangibles

*John Guaspari*

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**John Guaspari : Otherwise Engaged: How Leaders Can Get A Firmer Grip on Employee Engagement and Other Key Intangibles** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Otherwise Engaged: How Leaders Can Get A Firmer Grip on Employee Engagement and Other Key Intangibles:

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LeVequeAnother clever read from quality and people guru, John Guaspari. Otherwise Engaged addresses the Intangibles like Engagement, Empowerment, Trust and Respect - the 'soft stuff'. Recommended for anyone who is in a leadership position, works with people, has been, ahem, engaged in culture discussions and surveys or is otherwise biologically human and breathing. Because the soft stuff matters and has a direct effect on the hard stuff. The soft stuff is also the people stuff and the people stuff is today's competitive advantage.1 of 1 people found the following review helpful. ... leadership clear and it points the way toward getting better business resultsBy Norbert SalzGuaspari's latest book--Otherwise Engaged--makes the intangibles of leadership clear and it points the way toward getting better business results. His thinking and writing are characteristically clear and provocative (and fun). You are sure to leave this book better able to think and talk about leadership in your organization and to be a more effective leader yourself.0 of 0 people found the following review helpful. Get A Grip On Employee EngagementBy WBI found this book offers a unique and insightful take on a leader's most important challenges: building a sense of common purpose, unleashing employee creativity, and fostering an engaged workforce. Though the lessons of the book are illustrated in the form of a lighthearted fable, it is full of advice for avoiding the very real pitfalls that cause employee-engagement initiatives to fail.

Ask leaders what their biggest challenge is, and they're likely to say: "It's the people part of the job . . . the soft stuff . . . the so-called intangibles." Otherwise Engaged shines a bright light on the cause of this challenge: a fundamental misunderstanding of the true nature of intangibles, like engagement, empowerment, respect. The book focuses on the too-often overlooked first step in any such effort: How to stop doing the things that cause people to dis-engage. Once you gain a better, deeper understanding of the true nature of the intangibles, you'll discover that you already know what to do in order to be more effective in this domain. Through a story told in a light, humorous style, the author helps you discover what the problem is. You'll learn why good faith efforts to promulgate values throughout an organization can be ineffectual and, in some cases, even damaging. In the process, you'll develop a felt need to challenge the assumptions under which you've been working and to become more open to the possibility of considering a different way. Nominated for The Book Review Company's 2016 Leadership Book of the Year.

Guaspari offers brilliant analogies and real-world examples to illustrate concretely his methods and principles and principles in a way that is entertaining and engaging . . . If your organization is looking to start or re-tool your employee relations or engagement efforts, Otherwise Engaged will point your conversation in the right direction.- SMALL BUSINESS TRENDS (Charles Franklin)An engagingly funny fable that John Guaspari uses to guide the reader to answer the profoundly serious question posed by the book - Why do employee engagement activities often fail? . . . Thought-provoking and charming.- JIM KOUZES, Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University, and coauthor of the bestselling book, The Leadership ChallengeIn this very readable (and yes, engaging) book, John Guaspari reminds us that great leaders create an environment which connects people to what is important for them as well as the company. Using a simple metaphor and providing clear, specific actions which a new or experienced leader can take, Guaspari shows us that, in the PowerPoint world of analysis and logic that permeates most organizations, it is really our humanity, and feelings of trust, respect, and safety that generate commitment and therefore performance. Pick up this book. You will learn that a wise leader doesn't try to motivate people but rather understands 'the intangibles' that motivate us all.- DAVID DOTLICH, Ph.D., Chairman and CEO, Pivot Leadership, and author of The Unfinished Leader and 10 other leadership booksOtherwise Engaged is vintage Guaspari: clever and entertaining while also substantive, thought provoking, and wise.- DAN CIAMPA, coauthor of Right From The StartHaving worked with John Guaspari in a previous life, I can unequivocally say that he practices what he preaches. Anyone in a position of leadership at any level would be well advised to take the advice John provides in Otherwise Engaged.- GEN. JAMES B. SMITH, former U.S. Ambassador to Saudi ArabiaEmployee engagement has been the elusive holy grail for companies and leadership since surveys revealed there is a serious gap between what we believe creates engagement and reality. This is a story that has been ongoing with no conclusion. Guaspari tells the story that needed telling, and he does it using humor and metaphor like only he can. This is a fun book that packs a powerful message all business leaders must hear to finally engage their people.- DAVID CASULLO, President, Bates Communications, and author of Leading the High Energy CultureJohn Guaspari's latest book, Otherwise Engaged, is a must-read in today's highly packaged, productized, and transactional business environment. It reminds anyone who aspires to fully lead others that they must genuinely unleash (rather than pay lip service to) the vital intangibles of engagement and respect.- PAUL ALLEN, Chairman, Allen Gerritsen Multiple Awardee: "One of the Best Places to Work in Boston"An insightful and fresh perspective on contemporary talent and organizational effectiveness topics - engagement, empowerment, values, trust - in a useful and practical narrative . . . it will challenge you to think differently as you implement solutions to human capital issues.- JOE BONITO, Senior Vice President, Leadership Development Executive, Global Human Resources, Bank of AmericaJohn Guaspari takes the vagaries of intangibles and serves up a hilarious how-to with his latest avatars, the Wilson family. Otherwise Engaged provides a solid approach to the elusive topic of employee engagement. Guaspari's brilliance is his airtight

logic, but lucky for us each "aha!" is paired with a "ha ha!" - a business book rarity. I'll take it!- ELISABETH SWAN, President, Swan Consulting Associates, Inc. Otherwise Engaged should be required reading for anyone in a leadership position in any type of organization. You'll come away understanding how critically important employee engagement is to the achievement of personal and business objectives. And John Guaspari's writing style and wit make it an easy and enjoyable read.- WALTER J. FLAHERTY, COO and CFO, New England Aquarium (Ret.)