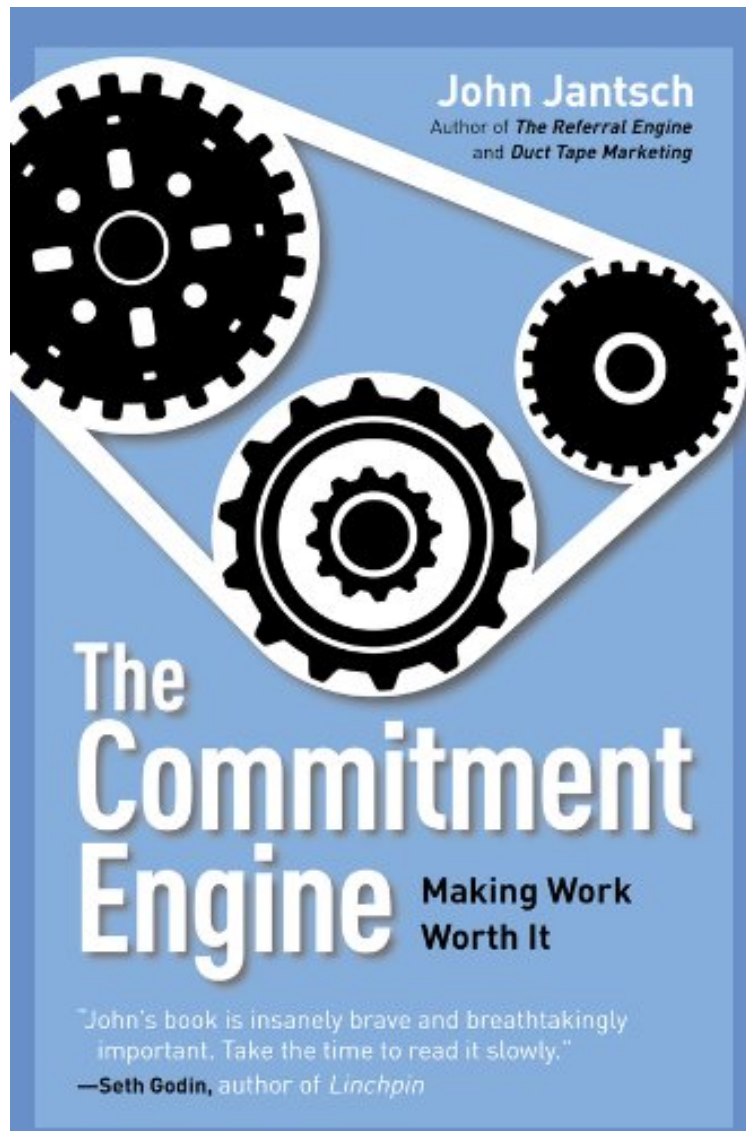


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The Commitment Engine: Making Work Worth It

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John Jantsch : The Commitment Engine: Making Work Worth It before purchasing it in order to gage whether or not it would be worth my time, and all praised The Commitment Engine: Making Work Worth It:

8 of 8 people found the following review helpful. Inner MarketingBy Bob FarissI have never read a marketing book like this one. Everyone knows a business needs customers and until John's book, every marketing book I saw started with the customer. This one ends there; but it starts elsewhere, with Purpose.Making money these days is hard and it gets so frustrating trying to figure-out what has to be done to get your customer's attention and then their money. The internet is totally spammed-over with people trying to "message" out what they think others want to hear in the hopes

they can make some money from it. The Commitment Engine is for those tired of all the spam-like approaches, whether it's digital or real world cold calls. It calls for us to first look inside our business and ourselves to identify why what we do is important to us. If it's important to us; it's also important to others. Building on that knowledge of why we do our work, John develops a step by step process of how to take that purpose to people who "get it". A global Enterprise can afford to be a financial entity crunching marketing numbers to get ahead; but not the individual business owner. A person needs meaningful income or they fail from either lack of money or burn-out from lack of meaning. This book describes a vital path, from business meaning to business income. It's an obvious read for anyone in business for themselves; but the treasure trove is when every employee of a business can also experience purpose through their work. John Jantsch calls this a Fully Alive Business and the book is populated with examples of them. If any business has a desire to grow, there are footsteps to follow here. 9 of 9 people found the following review helpful. Should be called "Making Entrepreneurship Worth It" By JR Fent The title throws you a little: 'Making Work Worth It' because this book is so much about shaping the attitudes of an organization and creating a 'tribe' sensation/motivation among employees and customers. So 'work' may be the wrong word. I'd leaned towards 'Making Entrepreneurship Worth It' as the title. Where Seth Godin's book "Tribes", was about why to create 'tribes', I feel like "The Commitment Engine" gives you steps toward actually creating a product or service 'tribe'. I enjoyed it and plan to read it again (with a highlighter in my hand). 1 of 1 people found the following review helpful. How to build a purpose-filled company with a great culture. Out of the many good tips the ... By MLeland How to build a purpose-filled company with a great culture. Out of the many good tips the author provides, there are 3 that I'm going to implement: 1) On a regular basis (the author suggests weekly), schedule a 30-minute meeting with everyone who reports to you and make them own the agenda; 2) The author credits Dan Sullivan for this, and it relates to the regular meeting with employees..... in an effort to keep folks moving forward in their personal and professional lives, ask them "If we were having this discussion 3 years from today, and you were looking back over those 3 years, what has to happen in your life for you to feel happy with your progress?" 3) Commitment beliefs have to be reinforced at every turn. Share them in your internal communications, organize monthly themes around them, make them part of the hiring process, and create rewards and recognition around them.

Why are some companies able to generate committed, long-term customers while others struggle to stay afloat? Why do the employees of some organizations fully dedicate themselves while others punch the clock without enthusiasm? By studying the ins and outs of companies that enjoy extraordinary loyalty from customers and employees, John Jantsch reveals the systematic path to discovering and generating genuine commitment. Jantsch's approach is built on three foundational planks, which he calls the clarity path, the culture patron, and the customer promise. He draws on his own experiences and shares true stories from businesses like Threadless, Evernote, and Warby Parker. His strategies include these: Build your company around a purpose. People commit to companies and stories that have a simple, straightforward purpose. Understand that culture equals brand. Build your business as a brand that employees and customers will support. Lead by telling great stories. You can't attract the right people or get them to commit without telling a story about why you do what you do. Treat your staff as your customer. A healthy customer community is the natural result of a healthy internal culture. Serve customers you respect. It's hard to have an authentic relationship with people you don't know, like, or trust. As Jantsch says, "Have you ever encountered a business where everything felt effortless? The experience was perfect, and the products, people, and brand worked together gracefully. You made an odd request; it was greeted with a smile. You went to try a new feature; it was right where it should be. You walked in, sat down, and felt right at home. . . . Businesses that run so smoothly as to seem self-managed aren't normal. In fact, they are terribly counterintuitive, but terribly simple as it turns out." As a follow-up to The Referral Engine, this is about more than just establishing leads- it's about building a fully alive business that attracts customers for life.