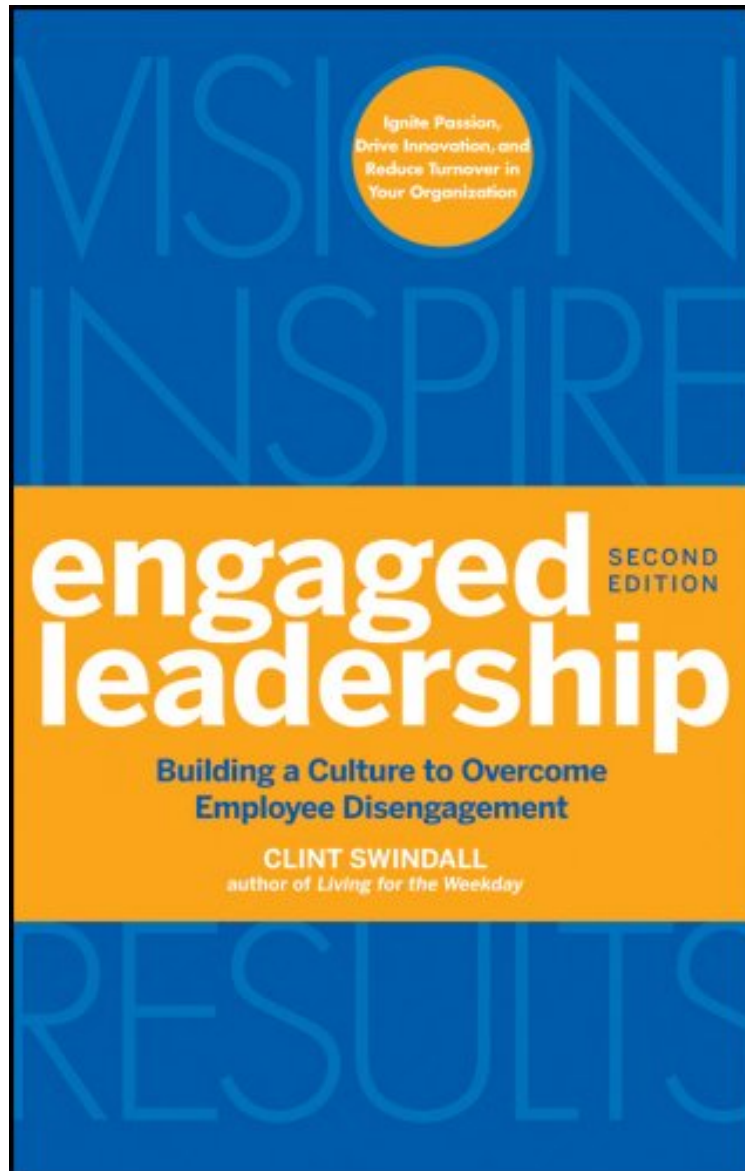


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Engaged Leadership: Building a Culture to Overcome Employee Disengagement

Clint Swindall

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Clint Swindall : Engaged Leadership: Building a Culture to Overcome Employee Disengagement before purchasing it in order to gage whether or not it would be worth my time, and all praised Engaged Leadership: Building a Culture to Overcome Employee Disengagement:

0 of 0 people found the following review helpful. So Good I Gave It To All My ClientsBy Paul H. BurtonFrom the

very beginning, Clint Swindall's *Engaged Leadership* gives the reader a choice: Do you want to learn fable-style or narrative-style. I was hooked. First because there are few good business fables out there and second because not everyone wants the story, some of us just want the facts. And, given the choice, I actually read both. And, as a result, I learned even more!

On to the substance: Leadership is more than just misunderstood. It's hard, really hard. Swindall's approach creates a visual and useful picture on how to be better at it. This book was so powerful that I sent it to all my clients - people with whom I've worked in the corporate and professional talent management/development industry. If you want to strengthen your leadership skills, read this book.

0 of 0 people found the following review helpful. A where to start and follow through Leadership guide

By Gary L. Bobo Clint has a gem here for those who seek direction on how to change the climate of their work teams. It is an ABC's of leadership in an easy to read, highly understandable format. The brilliance of composing the book in two styles, one in Fable form for interaction and one in how-to format for quick reference, made it a book that I will keep within arm's reach. I truly enjoyed this book and highly recommend it to all who are looking for the proper sequence in which to change their climate. I am a district sales coordinator with Aflac and plan to share this amazing book with my peers.

Engaged Leadership: Building a Culture to Overcome Employee Disengagement

11 of 12 people found the following review helpful. Enough with the fables - cut to the chase, and make it worthwhile!

By WJ This is yet another "let's tell a fable" book. In this case the fable is predictable, stereotypical and tedious. The language and tone of the book is elementary, and in some cases 'dumbed down.' The book focuses on 13 key points to managing (yes, it is heavy on management, and light on leadership) and engaging a departmental work force. The points are framed around three key ideas, each with four sub-headings: give direction, motivate and organize the department. The 13th point is that character is important. For a new manager this might be of interest or entertainment. However, for anyone with more experience than their first front line supervisor role, this is a repeat of some really basic stuff (e.g., not everyone is going to agree with the new ideas, get the committed people and early adopters on your side, motivate with positive reinforcement rather than the threat of negative consequences). By page 50 or earlier the fable got in the way, and it was a real chore to slog thru to the end. If someone gives or requires you to read this book, suggest you flip to the back section, review the summary of the 13 points and get on with your work! At best, marginally worth the investment of time and money.

Praise for *Engaged Leadership*, Second Edition "Engaged Leadership is the best of both worlds: an engaging business story coupled with a primer on the practical skills all leaders need. In the book, Swindall provides many useful tools for successfully meeting twelve major leadership challenges. I recommend it." —Mark Sanborn, author of *The Fred Factor* and *You Don't Need a Title to Be a Leader* "This creatively inspiring book not only encourages the leaders of tomorrow, but also inspires the leaders of today to step up and meet the challenges of a changing world. Business leaders will find true substance at the core of each page." —Nido Qubein, President, High Point University; and Chairman, Great Harvest Bread Co. "Give this book to anyone aspiring to be an effective leader and you've put them ahead of the curve. Clint Swindall has done a masterful job of bringing leadership to life in a book that's engaging and effective. Create a leadership culture in your company by getting this book now!" —Joe Calloway, author of *Work Like You're Showing Off!* and *Becoming a Category of One* "This book is so engaging, you'll forget you're learning. If you only have time for one book this year, make it *Engaged Leadership*—you won't be disappointed." —Bradford D. Beldon, President and CEO, Beldon Roofing Company "This book contains simple yet very effective management techniques that can improve every leader's ability to inspire and get the most out of their employees. Swindall shows us what employees want from leaders and how leaders can motivate employees using practical yet effective stories." —John Wight, President and CEO, BFM Insurance Group "This is a slam dunk by Swindall! What a powerful read for any team member of an organization. A fun, enjoyable, insightful, and impactful lesson on how to apply the key concepts of engaged leadership to move your team forward." —Joe Clark, Vice President of Ticket Sales and Services, Spurs Sports Entertainment

From the Inside Flap

When *Engaged Leadership* was first published in 2007, a majority of employees in the United States had already mentally checked out on the job—and that was before the ax came down in 2008 and 2009. Without a doubt, employee disengagement still exists, and if you want your business to survive, you need a plan to overcome it. High unemployment and a limping recovery have provided even more reasons for building a culture of engagement. Those left in the workforce—now doing the work of two or more people and living in fear of a pink slip—may be more productive, but you can't call them engaged. As the economy turns around, your industrious workers will have options they haven't had in years—and if they're unhappy, they'll jump ship. *Engaged Leadership* offers both a fable and a step-by-step blueprint to ensure a culture of engagement that will draw employees out of their rut and keep your best and brightest. Learn how to: Recruit support from the top 29 percent—those employees who are engaged—to influence others to get on board with the new culture Prepare your organization for change and provide open and honest communication with employees about the company's performance and their own Motivate employees by celebrating small successes, encouraging work-life balance, and creating a fair work environment Lead across generational divides Identify and recruit appropriate talent, according to their needs and

yours With job satisfaction in the United States at its lowest level in two decades, disengagement has reached epidemic proportions. The key to your company's recovery—and that of the entire economy—lies in everyone's willingness to join a new culture of engagement.

From the Back Cover
Praise for Engaged Leadership
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About the Author
CLINT SWINDALL is a nationally recognized expert on leadership as the president and CEO of Verbalocity Inc., a personal development company with a focus on leadership enhancement. He is an in-demand speaker, trainer, and consultant, delivering his engaged leadership message to thousands every year. Swindall is the author of *Living for the Weekday: What Every Employee and Boss Needs to Know about Enjoying Work and Life* (also by Wiley). You can reach him at Verbalocity's website at www.verbalocity.com.