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Autore	Murray Kevin <1954 June 9->
Titolo	People with purpose : how great leaders use purpose to build thriving organizations // Kevin Murray
Pubbl/distr/stampa	New York : , : Kogan Page Ltd, , 2017
ISBN	0-7494-7696-6
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Descrizione fisica	1 online resource (289 pages) : illustrations
Disciplina	658.4/092
Soggetti	Leadership Communication in management Employee motivation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	<p>Introduction: lives transformed by purpose -- Why purpose is central to performance -- Effective leadership : it's all in the mind -- The purpose movement : a growing global conversation -- Purpose and employee engagement : why giving employees a greater sense of purpose is every leader's job -- How purpose powers better results and the leadership behaviours that do most to unlock discretionary effort from employees -- The value of values : how culture contributes to a sense of purpose and to better results -- Measuring the value of purpose : meeting the needs of customers and, in so doing, creating long-term value for all stakeholders -- People with purpose: how leaders use purpose in their own organizations -- From surviving to thriving : the importance of a long-term vision -- Authentic purpose : start with the customer to truly engage with people inside and outside your organization -- Culture is your competitive edge : how leaders align purpose and values to create winning teams -- A framework for success : how leaders create alignment by putting purpose, values, vision and goals on a single page -- Purposeful conversations : how leaders embed their vision and values and align their organizations -- Leading with purpose : what you need to do -- Define your own purpose : you can't inspire your team if you are not inspired yourself -- The purpose framework : how to create the tool that gives everyone in your team a sense of purpose -- Acknowledgements -- Index.</p>

