

1. Record Nr.	UNINA9910466192603321
Autore	Green Shane
Titolo	Culture Hacker : reprogramming your employee experience to improve customer service, retention, and performance // Shane Green
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2017 ©2017
ISBN	1-119-40575-0 1-119-40577-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (223 pages) : illustrations, tables
Disciplina	303.6
Soggetti	Social conflict Hacker Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: the best way to improve your customer experience is to improve your employee experience -- Culture : more than just an HR thing -- Culture hacking habit : every manager is responsible for their team, department, or company culture -- Values : not some philosophical BS -- Culture hacking habit : define team or company values as the foundation of your employee experience and culture -- Selection : the right fit over a warm body -- Culture hacking habit: ensure you select new employees who are a cultural fit as much as a job fit -- Orientation and onboarding : your sink or swim strategy is a terrible waste of talent -- Culture hacking habit: introduce and immerse your new employees so they are emotionally connected to the company and are set up for success -- Performance management : how we fail to maximize our employees? abilities and talents -- Culture hacking habit: empower and enable your people to maximize their performance -- Coaching : giving feedback, the most misunderstood and poorly executed leadership task -- Culture hacking habit: how to provide effective informal and formal feedback that energizes your team -- Strategy, scores, and plans : the real reason your people are not engaged -- Culture hacking habit: get your people engaged and

responsible for making positive improvements for the company by sharing objectives and measurements -- Recognition : it's time to stop the meaningless & mundane awards process -- Culture hacking habit: how to develop an effective, repetitive, and simple recognition program -- Tough conversations and decisions : why we have people that would be better customers than employees -- Culture hacking habit: how to hold your people accountable respectfully and honestly -- Career development : it's at the heart of long-term employee commitment, yet no one is talking about it -- Culture hacking habit: how to build a framework for developing your people and keeping them around -- Communication : why one-size or one way doesn't fit all -- Culture hacking habit: how to utilize multiple mediums and platforms to ensure your messages are heard and understood -- Product, place, processes, and perks : the other four p?s that define the employee experience -- Culture hacking habit: additional tips and advice on how to craft a better employee experience -- Leadership : why we have so many managers, but so few leaders -- Culture hacking habit: how managers can inspire their people to want to do what they want them to do -- Afterword. change: it's not just something everyone else does -- Acknowledgments -- Index.

Sommario/riassunto

HACK YOUR WORKPLACE CULTURE FOR GREATER PROFITS AND PRODUCTIVITY "I LOVE THIS BOOK!" —CHESTER ELTON, New York Times bestselling author of *All In* and *What Motivates Me* "When companies focus on culture, the positive effects ripple outward, benefiting not just employees but customers and profits. Read this smart, engaging book if you want a practical guide to getting those results for your organization." —MARSHALL GOLDSMITH, executive coach and New York Times bestselling author "Most books on customer service and experience ask leaders to focus on the customer first. Shane turns this notion on its head and makes a compelling case why leaders need to make 'satisfied employees' the priority." —LISA BODELL, CEO of Futurethink and author of *Why Simple Wins* "This is a must read for anyone in a customer service-centric industry. Shane explains the path to creating both satisfied customers and satisfied employees." —CHIP CONLEY, New York Times bestselling author and hospitality entrepreneur The question is not, "does your company have a culture?" The question is, "does your company have a culture that fosters outstanding customer experiences, limits employee turnover, and ensures high performance?" Every executive and manager has a responsibility to positively influence their workplace culture. Culture Hacker gives you the tools and insights to do it with simplicity and style. Culture Hacker explains: Twelve high-impact hacks to improve employee experience and performance How to delight and retain a multi-generational workforce The factors determining whether or not your employees deliver outstanding customer service
