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Nota di contenuto	TITLE PAGE; COPYRIGHT PAGE; CONTENTS; FOREWORD; FOREWORD; INTRODUCTION; CHAPTER 1: WHAT IS ENGAGEMENT - AND WHY DOES IT MATTER?; Introduction; The rising importance of employee engagement; How engaged are employees?; Defining terms; What does engagement look like?; What does disengagement look like?; A win-win relationship?; What do employees want?; The business case - what's the evidence?; Conclusion - an engagement deficit?; CHAPTER 2: WHY IS ENGAGEMENT SO ELUSIVE?; The changing engagement landscape; Diverging interests; The commoditization of work; Mutuality?; The growing engagement gap Lack of meaning at workChanging expectations of younger workers; More specific engagement factors; But whose job is engagement?; 'Toxic' managers; What about managers themselves?; Bunker mentality; Lack of consultation; So what?; Conclusion; CHAPTER 3: WHAT DRIVES

ENGAGEMENT?; Can anyone be 'engaged'?; The main elements of engagement; Towards an integrated model of employee engagement; Conclusion; CHAPTER 4: DO YOU KNOW HOW ENGAGED YOUR PEOPLE ARE RIGHT NOW?; The importance of measurement; Types of surveys and selection of a provider; What to cover in the survey; Setting up the survey process
 Timing and frequency of surveysLaunching and running the survey; After the survey - turning results into action that makes a difference; Conclusion; Notes; CHAPTER 5: SO WHAT ARE YOUR EMPLOYEES TELLING YOU?; Step 1: Check; Step 2: Calibrate; Conclusion; Notes; CHAPTER 6: GETTING BEYOND ANALYSIS AND INTO ACTION; Step 3: Commit; Step 4: Communicate; Step 5: Conclude; Conclusion; CHAPTER 7: ROADBLOCKS TO CREATING AN ENGAGED WORKFORCE; Addressing managerial resistance; The wrong sorts of management sponsorship; Opposition from employee representatives; Overcoming 'survey fatigue' When engagement improves but doesn't feed through to improved organizational performanceWhen engagement goes too far; The risks of escalation of commitment; Conclusion; CHAPTER 8: BUILDING A CULTURE OF ENGAGEMENT; Creating Connection - the leadership challenge; Leaders and culture-building; Embedding a culture of engagement; Conclusion; CHAPTER 9: ENGAGING MANAGERS; What do engaging leaders and managers actually do?; Conclusion; CHAPTER 10: ENGAGEMENT IN TOUGH TIMES; What do 'engaging employers' do?; Voice; Managing change; The emotional journey of change - the transition curve
 Handling redundanciesMergers and acquisitions; Leaders as a point of contact to rebuild trust; Public sector engagement challenges; Creating a change-able work environment; Conclusion; CHAPTER 11: FINDING MEANING, GROWTH AND ENGAGEMENT; The talent challenge; Components of Scope; Physician, heal thyself!; Making choices; In summary: managing your own engagement; Conclusion; Notes; ANNEX 1: COMPARISON OF THE EMPLOYEE ENGAGEMENT MODEL AND OTHER VIEWS OF ENGAGEMENT DRIVERS; Gallup; Kenexa; Towers Watson; ANNEX 2: ENGAGEMENT MODEL AND ACTION AREAS; BIBLIOGRAPHY; INDEX

Sommario/riassunto

A non-biased, grounded, and practical approach to employee engagement For managers and business leaders who want to enhance performance, this easy-to-use guide to employee management offers real solutions for getting workers engaged and increasing productivity. It explains what employee engagement is, why it matters, what the benefits of it are, what helps and hinders it, how to measure it, how to put theory into action when trying to create it. As an added benefit, it offers plenty of advice on how managers can keep themselves engaged, even during the toughest of times. Praise

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