

1. Record Nr.	UNINA9910799944303321
Autore	Smythe John
Titolo	The CEO - chief engagement officer : turning hierarchy upside down to drive performance // John Smythe
Pubbl/distr/stampa	London : , : Routledge, , 2016
ISBN	1-351-89320-3 1-315-24082-3 1-281-20795-0 9786611207953 0-7546-8180-7
Descrizione fisica	1 online resource (227 p.)
Disciplina	658.4/5
Soggetti	Communication in management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Gower Book"--Cover. First published 2007 by Gower Pub.
Nota di bibliografia	Includes bibliographical references (p. 205-207) and index.
Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Acknowledgements; Part I: The End of Employee Coercion; The Beginning of Employee Engagement; Chapter 1 The CEO; The Chief Engagement Officer: Leaders are Learning to Engage Their People to Drive Sustainable Performance and Change; Chapter 2 What Engaging People Means; Chapter 3 Four Approaches to Engaging Your People; Chapter 4 The Irrationality of Leaders in Engaging their People in Strategy and Change; Chapter 5 Why Employee Engagement Matters - the Missing Half of Decision Making Chapter 6 Measuring Employee Satisfaction is a Waste of Time Part II: Designing and Implementing Effective Employee Engagement; Chapter 7 Understanding Previous Habits of Engagement to Accelerate Change; Chapter 8 Preparing to Design an Effective Employee Engagement Intervention; Chapter 9 Brief Guide to the Methods and Approaches in Employee Engagement Interventions; Chapter 10 Engagement to Drive Implementation of Strategy; Part III: Engagement as Part of the Culture: Implications of Effective Engagement for Leaders, Employees and Internal Advisers

Sommario/riassunto

The Chief Engagement Officer explores a management philosophy which recognises the value of opening up decision making to the right groups to improve the quality of decisions and change, accelerate execution and broaden ownership; in other words, engage employees. John Smythe asks what the concept of engagement means for employer and employee; tests whether and how it is different from internal communication and provides a practical framework for those who want to engage colleagues but need advice based on applied experience.
