

1. Record Nr.	UNINA9910965694003321
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Titolo	Changing Employee Behavior : A Practical Guide for Managers / / by Nik Kinley, Shlomo Ben-Hur
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2015
ISBN	1-349-49684-7
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (255 p.)
Disciplina	658.3/14
Soggetti	Strategic planning Leadership Management Industrial organization Communication in organizations Experimental economics Personal coaching Business Strategy and Leadership Organization Corporate Communication Experimental Economics Coaching
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Contents; List of Figures; Acknowledgments; About the Authors; Chapter 1: How to Help Change Happen; Chapter 2: Four Ways to Think about Change; Chapter 3: Intrinsic Motivation: The Science of Commitment; Chapter 4: Extrinsic Motivation: Using Reward and Punishment; Chapter 5: Ability; Chapter 6: Psychological Capital: Believing You Can Succeed; Chapter 7: Psychological Capital: Willpower and Resilience; Chapter 8: How to Build, Break, and Change Habits; Chapter 9: Gamification; Chapter 10: Nudging; Chapter 11: Becoming an Architect of Change; Appendix 1: Key Questions to Ask Yourself Appendix 2: MAPS Profiler ToolAppendix 3: MAPS Profiler Graph;

Sommario/riassunto

An important part of every manager's job is changing people's behavior: to improve someone's performance, get them to better manage relationships with colleagues, or to stop them doing something. Yet, despite the fact that changing people's behavior is such an important skill for managers, too many are unsure how to actually go about it. This book reveals the simple, but powerful techniques for changing behavior that experts from a range of disciplines have been using for years, making them available to all managers in a single and comprehensive toolkit for change that managers can use to drive and improve the performance of their staff. Based on research conducted for this book, it introduces practical techniques drawn from the fields of psychology, psychotherapy, and behavioral economics, and show how they can be applied to address some of the most common, every-day challenges that managers face. #changingpeople.
