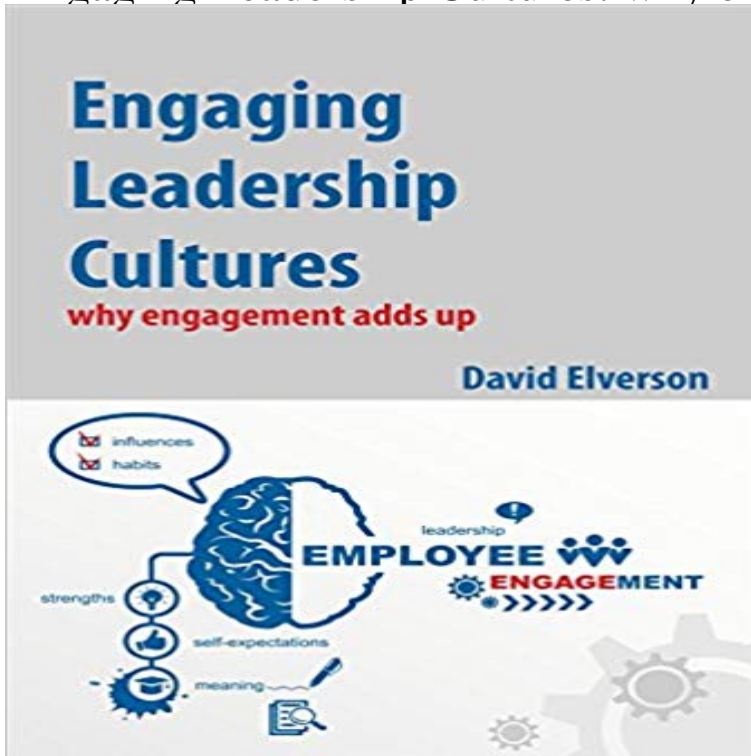


Engaging Leadership Cultures: why engagement adds up



Engaged staff not only produce better results but they also enjoy themselves more in the process. This book looks at the economics of behaviour to identify what engagement really is and how it adds up. The book explores the emotional decisions we all make and identifies eight areas of emotional decision making that leaders need to understand and engage their staff at. The result; more engaged staff and better results. The book also quantifies engagement. It demonstrates the link to productivity and explains how the return on investment of engagement initiatives can be calculated and evaluated against any other investment decision. This book is ultimately about developing a leadership culture that engages people as the norm. It helps people move from moments of engagement to a momentum of change.

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