

ENGAGED! Outbehave Your Competition to Create Customers for Life by Gregg Lederman

Companies with engaged employees outperform those without such engagement by up to 202%, according to a Gallup Inc. study entitled *State of the American Workplace: Employee Engagement Insights for U.S. Business Leaders*.

Yet, the majority of companies do not focus on employee engagement, which is evidenced by the fact that nearly 70% of the U.S. workforce is not engaged in their work.

The lack of engagement in the workforce comes with a high price tag. U.S. companies lose \$450 billion to \$550 billion annually. What's more, 84% of the top executives that participated in a study done by the Economist Intelligence Unit consider employee engagement as one of the three top challenges to their business. It makes sense — unmotivated employees are not typically client centric.

In his book *ENGAGED! Outbehave Your Competition to Create Customers for Life*, Gregg Lederman presents a common-sense approach to increase employee engagement. The author introduces eight principles that will create an environment where employees feel valued and know that their work contributes to the success of the firm. He also provides advice on how to develop a brand-based culture that motivates and recognizes employees who "live the brand."

By implementing the principles recommended in this book your firm will have:

- ✓ Every employee "on stage" delivering a consistent exceptional client experience.
- ✓ Happy and valued employees, which will result in engaged clients that love doing business with your firm.
- ✓ A culture that is visible and understood by your entire team and your stakeholders.
- ✓ The metrics to evaluate the results of your cultural brand initiative.

- ✓ An environment of appreciation that recognizes employees for their contribution to your firm's success.
- ✓ A leadership team that employees and clients trust.

Lederman gives readers the means to develop their brand, enhance their culture, recognize their employees and quantify the results. Indexes to measure the current level of employee and client engagement at your firm are provided as well. This includes an effective, yet simple, engagement questionnaire complete with suggestions on the survey methodology and sampling.

Determining the ROI of any initiative is important to assess the effectiveness of the program. Although it is often difficult to have meaningful metrics for a cultural change program like this, Lederman outlines how to measure the results. He presents insights on how to quantify the change in employee and client engagement, as well as other key indicators such as knowledge of your brand and how to deliver on-brand experiences.

Additionally, Lederman discusses how to tie everything into employee performance appraisals to ensure there is a sustainable change in your firm's culture.

"There is an engagement crisis in America that impacts the way that we work and what people get out of working," Lederman replied when asked why he wrote *ENGAGED!*: "Leaders and managers need to have the tools to increase engagement by

learning how to inspire employees to be committed to the company and its purpose.

"Management at too many companies talk conceptually about their culture. Few actually develop a culture that values and appreciates its employees," Lederman continued. "*ENGAGED!* provides the tools to have a culture that truly represents the firm's brand while recognizing each employee's contribution while engaging them in the process."

ENGAGED! can be purchased for less than \$10 at Amazon.com. 

