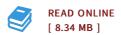




Employee Engagement and the Failure of Leadership

By David West

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 284 pages. Dimensions: 9.0in. x 6.0in. x 0.6in.Employee engagement is the single most serious issue in management today. Its apparently inexorable decline will soon spell the end of Western economies. If you cannot compete on price (and the West cannot) you must compete on creativity and quality. Without employee engagement, neither of these is possible. Employee engagement is not the result of some initiative quite detached from leadership. It is not something that someone (HR) can take care of while line management get on with the job (which would be what exactly) Employee engagement, when it appears, is the result of really effective leadership. The lack of employee engagement that we experience today is nothing less than a failure of leadership. The commercial organisation is the primary way that we bring together people, investment and raw materials to create economic growth, products, jobs and, equally importantly, human wellbeing and satisfaction. Profitability enables this social purpose. Such organisations are not for short term gains or making CEOs rich, attitudes which have brought capitalism to a crisis point. Most employees in most organisations seek to do their best, often...



Reviews

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