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# Employee Engagement 2.0: How To Motivate Your Team For High Performance

*New York Times* Bestselling Author

**KEVIN KRUSE**

## EMPLOYEE ENGAGEMENT

**2.0**

*How to Motivate Your Team  
for High Performance*

A "Real-World" Guide for  
Busy Managers



## **Synopsis**

Imagine if you could: Create massive emotional commitment among all your direct reports Turn apathetic groups into high performance teams exhibiting huge discretionary effort Be a leader who people fight to work with Win a "Best Place to Work" award within 12 months Indeed, you can do all that and more, and it doesn't take a lot of time or a big budget. This isn't just another ivory tower book on leadership. Employee Engagement 2.0 is the result of both massive research and real-world experience. The author, Kevin Kruse, is a former Best Place to Work winner, serial entrepreneur, and New York Times best-selling author. He has advised dozens of organizations, from Fortune 500 companies like SAP, to startups and non-profits, and even to the US Marines. This is your step-by-step guide that will teach you: What employee engagement is (it does not mean happy or satisfied) How engagement directly drives sales, profits, and even stock price The secret recipe for making anyone feel engaged How to quantify engagement, even if you have no budget Seven questions to ask that will identify your engagement weakness What to say to facilitate a team meeting on engagement A communication system that ensures rapid, two-way flow of information How to make your strategic vision memorable and "sticky" How to implement a complete engagement plan in only eight weeks! Being a great leader - one who drives massive passion, commitment and engagement - is within your reach. Follow the step-by-step plan in Employee Engagement 2.0 and prepare to be a great place to work.

## **Book Information**

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## **Customer Reviews**

It's a good basic reading on the subject. I also think Kruse offers some good practical ideas that any

manager with a sincere intention of taking charge could apply with a little discipline to get used to the new behaviors required (habits). My favorite expression: "if you care, you can drive engagement. But you do have to care" (pg 13). The weakest part: the 7 items survey. In my opinion, the first three of them doesn't measure engagement at all, but rather some general attitude towards the company. So if you want to get some idea about your team's engagement, a little more precise than mere intuition or vague perception, focus on the answers to the items 4 to 7, which are directly connected to the engagement drivers specified by Kruse.

Employee engagement is directly related to profitability and productivity and maintaining a high level of employee engagement is key for all leaders/managers. This is a "must read" for any leader with direct reports. The book is short (about 50 pages) yet every page is rich with ideas and tips. It is a bit pricey for a short publication but the good news is that Kindle version is a nice price. Ed Nottingham, PhD, PCC Consulting & Clinical Psychologist Author, "It's Not As Bad As It Seems"

Very practical easy to read book. Has all the right components for leaders to improve engagement and their own leadership skill as well.

Great product!!!

Employee Engagement 2.0 is an amazing book. Kevin Kruse managed to distill invaluable know how, from his own experience, in a book that can be read over a weekend but can have life-long implications. The author guides the reader through practical steps on Why, How, Whom and When. It ends up with a well-defined process of increasing employee engagement, on which the reader could very easily build in order to make it context specific and applicable for his/ her particular environment.

One of the things I really enjoyed was the brevity of the book. Concise tips and thoughts about Employee Engagement with lot of extra words. My only wish would be for a little more data about people who have implemented Kevin's questions (or similar) and how successful they were. The stories were good anecdotes, but I'd love to see a "large scale" verification of the process. Overall, definitely worth reading.

Read this book if you currently manage and lead teams, or plan to in the future. You will find the

book full of "real-world stuff" that will be very useful to you and your organization. The book is a very quick and fun read. The information presented by Kruse is organized into actionable items that any manager/leader can easily follow and use to help keep their teams focused on producing positive business results while also positively impacting their personal lives. Enjoy!

Skeptics and engagement aficionados alike will appreciate this no-nonsense, how-to book(let) on getting better results from your people. Easy-to-read and a great way to invest 45-60 minutes, this book will help you be a better leader and a better person.

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