



# Employee Engagement For Dummies

By Bob Kelleher

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## Employee Engagement For Dummies By Bob Kelleher

### The easy way to boost employee engagement

Today more than ever, companies and leaders need a road map to help them boost employee engagement levels. *Employee Engagement For Dummies* helps employers implement the necessary plans to create and sustain an engaging culture, allowing them to attract and retain the best people while boosting their productivity and creativity.

*Employee Engagement For Dummies* helps you foster employee engagement, a concept that furthers an organization's interests through ensuring that employees remain involved in, committed to, and fulfilled by their work. It covers: practical steps to boost employee engagement with your company or team; how to engage different generations of employees; the keys to reduce voluntary employee turnover; practical tools to help retain and engage your employees; processes that will boost employee retention and productivity; hiring the best fits from the start; and much more.

- Helps you recognize and understand the impact of positive employee engagement
- Helps you attract and retain the best employees

*Employee Engagement For Dummies* is for business leaders at all levels who are looking to better engage their employees and increase morale and productivity.

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### Editorial Review

From the Back Cover

Learn to:

- Boost employee engagement levels, productivity, and creativity
- Create and sustain an engaging culture
- Attract and retain the best people

Create and sustain an engaging culture for your employees

Today more than ever, companies and leaders need a road map to help them boost employee engagement levels. *Employee Engagement For Dummies* helps you implement the necessary plans to create and sustain an engaging culture, allowing you to attract and retain the best people while boosting their productivity, morale, and creativity.

- Employee engagement 101 — get started with employee engagement basics, find your employee engagement baseline, and make the connection between engagement and motivation
- Drive home engagement — engage employees through leadership, use each generation's values to engage them, and drive engagement through team development, branding, and gamification
- You're hired — find the lowdown on hiring for engagement, from interviewing job candidates to effective onboarding techniques to foster engagement
- Measure engagement — discover how to measure and recognize engagement, from setting performance goals to offering rewards and recognition (and everything in between)

Open the book and find:

- How to make a business case for employee engagement
- The effectiveness of using each generation's values to engage them
- The importance of communication to engagement
- Characteristics of an engaged team
- How to help struggling employees
- Ten ways to engage new hires
- How engaged employees help your bottom line
- Quick recognition ideas that will boost engagement

### About the Author

Bob Kelleher is a leading author, speaker and founder and CEO of the Employee Engagement Group. He has authored the best selling **Louder Than Words: 10 Practical Employee Engagement Steps That Drive Results**, **Creativeship**, *A Employee Engagement Fable*, **Employee Engagement for Dummies**, and **I-Engage, Your Personal Engagement Roadmap**. In addition, he has co-authored **Customer Experience for Dummies**, with Roy Barnes.

A noted thought leader and in-demand consultant and keynote speaker, Bob travels the globe sharing his award-winning programs and insights on employee engagement, leadership, and workforce trends. His best practices are culled from his years researching and consulting with "best-in-class" companies, along with his

work as Chief Human Capital officer of a Fortune 500 professional services firm and Chief Operating Officer and EVP of Organizational Development of an international consulting firm. Visit [EmployeeEngagement.com](http://EmployeeEngagement.com) and [BobKelleher.com](http://BobKelleher.com) for more information.

## **Users Review**

### **From reader reviews:**

#### **Elsie Canada:**

Now a day those who Living in the era everywhere everything reachable by interact with the internet and the resources included can be true or not demand people to be aware of each information they get. How people have to be smart in acquiring any information nowadays? Of course the answer then is reading a book. Reading through a book can help people out of this uncertainty Information specially this Employee Engagement For Dummies book because book offers you rich data and knowledge. Of course the information in this book hundred % guarantees there is no doubt in it you probably know this.

#### **Richard Cassidy:**

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#### **David Packard:**

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