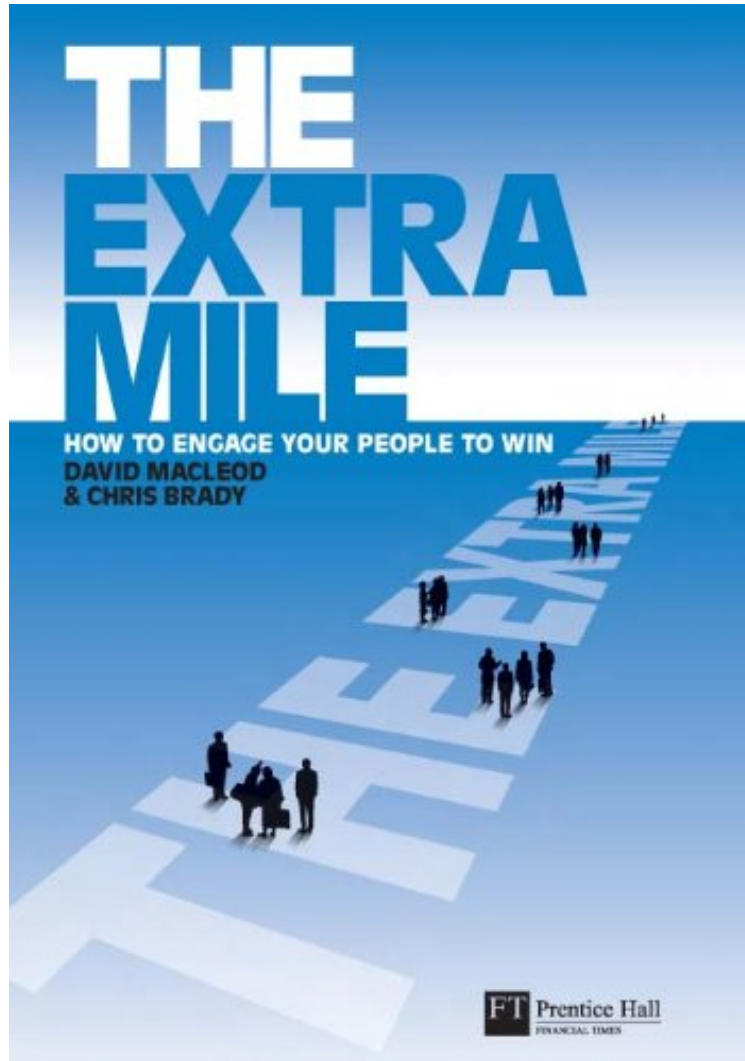


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The Extra Mile: How to engage your people to win

David MacLeod, Chris Brady

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David MacLeod, Chris Brady : The Extra Mile: How to engage your people to win before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Extra Mile: How to engage your people to win:

Look around your business. Are your people committed to your goals? Or are they merely complying with them? Imagine how much further you could go if everyone knew where they were going and actually wanted to get there ...It's just common sense that the more committed people are to their work, the more they're going to put in and the more your business will get out. The evidence bears this out: engagement levels predict profitability. But how do you make sure people are on board? The Extra Mile shows you how to achieve that extra competitive edge by

harnessing the commitment of your people, and engaging them with your aims. The Extra Mile is the result of four years of research into engagement by a joint team from Cass Business School and Towers Perrin. This ambitious and wide ranging project drew on the results of various studies and surveys which together totalled 33 million respondents. These hard-hitting statistics were supplemented by more than 50 in-depth interviews with executives and leaders drawn from a variety of business sectors. You will hear from some of them in their own words in this compelling book which distils the results of the research and the interviews into a compelling and engaging read that will make managers think again about how to get their teams to go that all-important extra mile.

From the Back Cover: "remarkably valuable"; Robert B. Cialdini, Author, *Influence: Science and Practice* "one of those rare management books founded almost exclusively on reality"; Kevin S Beeston, Chairman, Serco Group plc "an invaluable guide to the practical and messy business of engaging staff to achieve better performance"; David Bell, Permanent Secretary, Department for Children, Schools and Families "hellip; comprehensively addresses the issue of building competitive edge by harnessing the energies of an engaged workforce"; Sir David Varney, HM Treasury "Look around your business. Are your people committed to your goals? Or are they merely complying with them? Imagine how much further you could go if everyone knew where they were going and actually wanted to get there ... It's just common sense that the more committed people are to their work, the more they're going to put in and the more your business will get out. The evidence bears this out: engagement levels predict profitability. But how do you make sure people are on board? The Extra Mile shows you how to achieve that extra competitive edge by harnessing the commitment of your people, and engaging them with your aims. MAKE SURE YOUR COMPANY GOES THE EXTRA MILE About the Author Written by a team of authors with both an academic and practitioner perspective. Chris Brady is Dean Associate at CASS Business School. David MacLeod has worked for Dulux, has successfully turned 6 businesses around through engagement and spent several years in the UK Cabinet Office.