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Otherwise Engaged: How Leaders Can Get A Firmer Grip on Employee Engagement and Other Key Intangibles

John Guaspari

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Ask leaders what their biggest challenge is, and they're likely to say: "It's the people part of the job . . . the soft stuff . . . the so-called intangibles." Otherwise Engaged shines a bright light on the cause of this challenge: a fundamental misunderstanding of the true nature of intangibles, like engagement, empowerment, respect. The book focuses on the too-often overlooked first step in any such effort: How to stop doing the things that cause people to dis-engage. Once you gain a better, deeper understanding of the true nature of the intangibles, you'll discover that you already know what to do in order to be more effective in this domain.

Through a story told in a light, humorous style, the author helps you discover what the problem is. You'll learn why good faith efforts to promulgate values throughout an organization can be ineffectual and, in some cases, even damaging. In the process, you'll develop a felt need to challenge the assumptions under which you've been working and to become more open to the possibility of considering a different way.

Nominated for The Book Review Company's 2016 Leadership Book of the Year.

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