

Employee Engagement 2.0: How to Motivate Your Team for High Performance (A Real-World Guide for Busy Managers)

By Kevin E Kruse

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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 NY Times bestselling 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
- 7 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 8 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.

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Editorial Review

Review
"*I use Kevin's lessons...and we've won the **#1 Best Place to Work** in New Jersey for the last two years in a row.*" **-Ian Kelly**, CEO, **Red Nucleus**

About the Author
Serial entrepreneur and **NY Times bestselling author**, Kevin Kruse, used a relentless focus on talent and employee engagement to build and sell several, multimillion dollar technology companies, winning both **Inc 500** and **Best Place to Work** awards along the way. He is currently an investor and adviser to Team Capital Bank, one of the fastest growing banks in America with a billion dollars in assets.

Kevin is also the author of several books including *Employee Engagement 2.0* and the *NY Times, Wall Street Journal* and *USA Today* bestseller, *We: How to Increase Performance and Profits Through Full Engagement*, which was named one of the top leadership books in 2011 by 800-CEO-Read.

Kevin writes regularly as a columnist for Forbes.com and American Express OpenForum, and has published over 100 articles for various publications on topics related to leadership, engagement and entrepreneurship. He delivers keynotes to audiences around the world.

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