

## Model Blog Book Review

### ***We: How to Increase Performance and Profits Through Full Engagement***

Did you know that, on average, people who are unhappy at work weigh an extra five pounds? Even worse, those who are dissatisfied at work have the same increased risk for heart attacks as those who smoke, they have less sex in their marriage and their kids are more likely to misbehave at school. This is because emotions at work, whether positive or negative, spill over to the home and cross over to our spouse, children and friends.

The new book, *We: How to Increase Performance and Profits Through Full Engagement*, by Rudy Karsan and Kevin Kruse, show that job satisfaction is at a record low and it's having a huge impact on our health and relationships. Additionally, based on original research from Kenexa, they show the bottom line impact employee engagement has on businesses, as companies with engaged workers have a five times greater shareholder return than companies with disengaged workers.

The first half of the book shows how individuals can maximize engagement by targeting their "Career-Life Bull's-eye", which is the intersection of one's passion, purpose and pay. It's what Karsan and Kruse call the 3Ps. The second half of the book includes a manager's toolkit and advice on what leaders can do to drive emotional commitment on their teams. Based on findings from Kenexa's 10 million annual worker surveys, in 150 countries, and based on the authors' own experiences as leaders, they list the eight drivers of employee engagement and focus on the power of Growth, Recognition and Trust.

The downward trend in job satisfaction is a crisis for not just business but for society and it can't be reversed by individual or organization alone. The *We*-mindset reflects the reality that full engagement is a shared responsibility, between worker and employer, with shared benefits. Whether you are looking to increase your own career satisfaction, or you are a leader who wants to generate emotional engagement on your team, *We* can be a valuable guide.

You can download a free chapter of *We: How to Increase Performance and Profits Through Full Engagement* from <http://www.WeTheBook.com>.