



# Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage

By William H. Macey, Benjamin Schneider, Karen M. Barbera, Scott A. Young

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Providing both practical advice, tools, and case examples, *Employee Engagement* translates best practices, ideas, and concepts into concrete and practical steps that will change the level of engagement in any organization.

- Explores the meaning of engagement and how engagement differs significantly from other important yet related concepts like satisfaction and commitment
- Discusses what it means to create a culture of engagement
- Provides a practical presentation deck and talking points managers can use to introduce the concept of engagement in their organization
- Addresses issues of work-life balance, and non-work activities and their relationship to engagement at work

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## **Editorial Review**

### Review

"Macey and his colleagues provide a fascinating analysis of engagement -- what it means, why it works, and, most importantly, how to create and maintain an engaged workforce."

—**Fritz Drasgow**, University of Illinois at Urbana-Champaign

"*Employee Engagement* walks us through the complexity of this deceptively simple concept and makes concrete the process of translating engagement into hard financial results."

—**Peter Cappelli**, The Wharton School, University of Pennsylvania

"A hugely important topic, handled with just the right mix of scholarly insight and practical experience. This book is a valuable addition to the literature."

—**Jeffery S. Schippmann**, Balfour Beatty Construction

"If you want to increase employee engagement to achieve your organization's strategic objectives this is the book for you. It deconstructs what engagement really means, explains what factors shape it, shows how to diagnose your organization current state and tell you what managerial levers you can use to increase it and consequently raise organizational performance. This book is at once scientifically sound and highly readable."

—**Michael Beer**, Harvard Business School

"No one knows more about Employee Engagement, in all its forms, than do these authors. They give careful, useful and practical advice on using employee opinion surveys to measure and increase employee engagement! "

—**Allen I. Kraut**, Baruch College, C.U.N.Y.

### From the Back Cover

"Employee engagement" has been a buzz word in the human resources community for several years, but there remains an urgent need for scientifically-grounded advice for HR consultants and practitioners as to how to measure and increase it. This book fills this gap by defining precisely what "employee engagement" means and identifying its primary drivers. Providing practical advice, tools, and case examples, this book translates best practices, ideas, and concepts into concrete and practical steps that will change the level of engagement in any organization.

### About the Author

**William H. Macey** is CEO of Valtera and has thirty years of experience consulting with organizations to design and implement survey research programs.

**Benjamin Schneider** is Senior Research Fellow at Valtera and Professor Emeritus of the University of Maryland.

**Karen M. Barbera** is a Managing Principal at Valtera Corporation, responsible for overseeing the practice group focused on employee engagement surveys and organizational diagnostics.

**Scott A. Young** is a Managing Consultant at Valtera Corporation, where he consults with the firm's organizational survey clients on content development and measurement, reporting and interpretation of results, research, and action planning.

**Series Editor:**

**Steven G. Rogelberg, Ph.D.**, is Professor and Director of Organizational Science, at the University of North Carolina Charlotte. He is a prolific and nationally recognized scholar. Besides his academic work, he founded and/or led three successful talent management consulting organizations/units.

**Users Review**

**From reader reviews:**

**Darrell Guess:**

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**Mary Perry:**

This Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage is great guide for you because the content that is certainly full of information for you who always deal with world and have to make decision every minute. This particular book reveal it data accurately using great manage word or we can say no rambling sentences in it. So if you are read that hurriedly you can have whole information in it. Doesn't mean it only will give you straight forward sentences but challenging core information with beautiful delivering sentences. Having Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage in your hand like getting the world in your arm, data in it is not ridiculous one. We can say that no e-book that offer you world inside ten or fifteen second right but this publication already do that. So , it is good reading book. Hi Mr. and Mrs. occupied do you still doubt in which?

**Charles Steen:**

In this time globalization it is important to someone to acquire information. The information will make you to definitely understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of personal references to get information example: internet, newspapers, book, and soon. You can see that now, a lot of publisher that will print many kinds of book. Typically the book that recommended for you is Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage this guide consist a lot of the information with the condition of this world now. This kind of book was represented so why is the world has grown up. The terminology styles that writer value to explain it is easy to understand. The actual writer made some study when he makes this book. That's why this book suited all of you.

**Joyce Jiminez:**

Is it you actually who having spare time in that case spend it whole day by means of watching television programs or just laying on the bed? Do you need something totally new? This Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage can be the answer, oh how comes? It's a book you know. You are therefore out of date, spending your free time by reading in this new era is common not a geek activity. So what these textbooks have than the others?

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