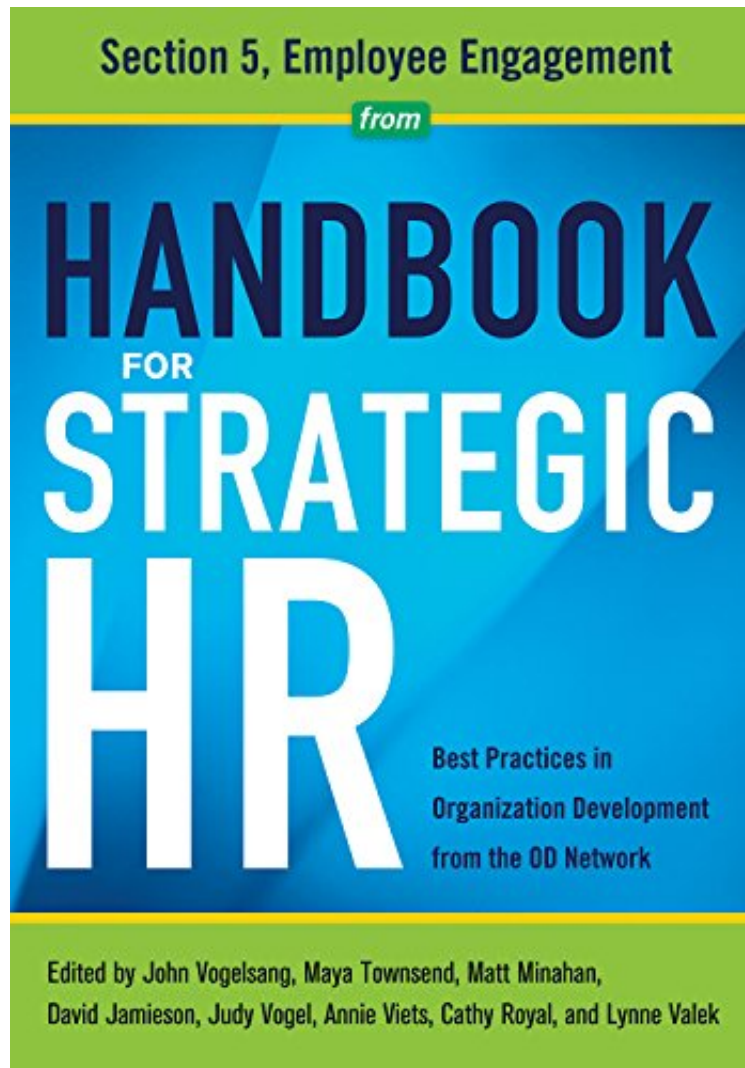


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Employee engagement makes a difference. HR professionals know this intuitively and so do leaders. They want employees to care about their work and actively engage with the job and the organization. But now we know that employee engagement is not just something that makes intuitive sense. It also reaps financial rewards. This section provides case studies, hard data about what is effective, and proven techniques for increasing employee engagement in

the important work of the organization in order to boost productivity, quality, and commitment.