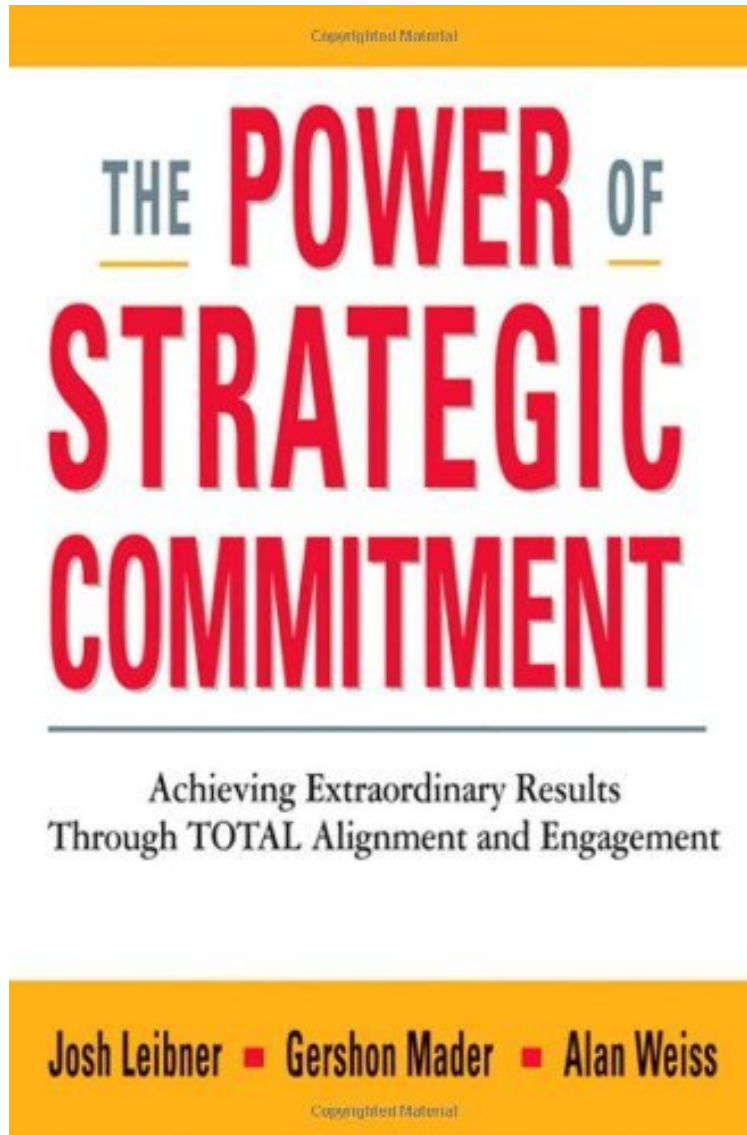


(Download free pdf) The Power of Strategic Commitment: Achieving Extraordinary Results Through Total Alignment and Engagement

The Power of Strategic Commitment: Achieving Extraordinary Results Through Total Alignment and Engagement

Josh Leibner

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Josh Leibner : The Power of Strategic Commitment: Achieving Extraordinary Results Through Total Alignment and Engagement before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of Strategic Commitment: Achieving Extraordinary Results Through Total Alignment and Engagement:

2 of 2 people found the following review helpful. Excellent book on implementing Strategy - especially people aspects
By Stan Felstead - Interchange Resources
This book is essentially about getting "buy in" from everyone in the Organization, and how to achieve this. It deals with both the content and process. A lot of the material is not new, but the style and approach makes for a thought provoking read. If it falls short, it is in the area of Organization design. The book makes a lot of good points about the importance of context. What is missing is any quality coverage of the importance of effective design of your Organization. Which is a bit strange when you consider the impact that this can have on Organization performance and outcomes? See the book, 'Designing your Organization' for some useful guidance and treatment of this area. The book is full of guidance/key questions, written by experienced consultants with 80+ years of experience, who have worked with 500 clients in 60 countries. A certain amount of self promotion comes through and is a distraction, from the sound coverage of this neglected area.* Chapter four is sharp and incisive on the subject of working effectively with middle managers. This is a key group in any change programme, and the barriers to engaging them is covered on pages 72/73.* Chapter four is especially compelling on how to generate strategic commitment.* Chapter six highlights the differences in low/high performing Organizations, in terms of the day to day conversations that take place. This - provides some warning signs in terms of what to look for.* Chapter five - 'Leading from the front' suffers from a fervent 'can do' orientation/belief system, that is overdone and can begin to appear superficial.* The theme of developing and sustaining trust in Organizations is professionally handled by the authors. Without this most initiatives will fail. This content is the main reason for buying this book. For more on this theme see articles in the Harvard Business review - June 2009.- A Culture of Candor.- Rethinking Trust. Would I buy this book again - certainly. It covers the people aspects of change in way that holds your attention. Finally the treatment of what the contribution/role of the HR function should be, will be challenging to both senior managers and HR professionals. Stan Felstead - Interchange Resources - UK.
2 of 2 people found the following review helpful.
Commitment...or lack thereof and what to do about it. By Richard Josh Leibner, Gershon Mader, and Alan Weiss have written a book that is a mix of diagnostics and a plan to fix. What you might ask? Some time ago I read an excellent book, The Five Dysfunctions of a Team: A Leadership Fable by Patrick Lencioni. The dilemma after reading the book was now that I know what causes the dysfunctions, what do I really do? Many of us have had the challenge of walking in to a job where a prior toxic leader left way too many emotional landmines, or if we are truthful, have done that ourselves. Then there is the situation of starting up with a new team - sort of like mass adoption. How does a new leader, or business leadership group, deal with these situations and become a real team - committed to a joint outcome. What the authors do in The Power of Strategic Commitment is three really powerful things. First, this is a self-help book with case studies and examples that help you look at your current situation and how to diagnose where to start and how to create a road map and actions to make progress in reaching the destination. They do this by sharing real situations from real companies in the leader's own words. Second, the book lays out tools and techniques that frame how to address situations you want to improve. One of my favorites is a framework in Chapter 7 that identifies behaviors that increase or decrease trust and focused on what you might consider doing about them. Finally, I would be remiss if I did not say this. This book can REALLY help IF you want to take your game, or more importantly - your business leadership team's game, to the next level. However, you cannot do it without taking a look at the mirror first. Add this book to your toolkit for executive change management, clarifying strategy, how to better communicate, and maybe even personal change management. Cheers! PS. The leadership diagnostics in the Appendix are alone a great reason to buy this book. Rick Otero, EVP - Capital One Bank
0 of 1 people found the following review helpful.
Making the invisible visible
By Camille A. Smith
Great read: practical, useful. I ran out of highlighter. I use the Strategic Commitment Scorecard with my clients -- they love it. They can now 'see' their culture and change what isn't working. You turned the lights on, and you shared the power for us consultants by saying "use it, try it." Thank you for your work and generosity -- you guys walk your talk. Camille Smith, president, Work In Progress Coaching, [...].

Even the most well-thought-out initiatives will fail without true employee ownership, accountability, and engagement. Yet most managers and executives don't have a clear system for ensuring the support they need from those around them. "The Power of Strategic Commitment" helps readers improve their strategic processes by enlisting the support of managers, employees, boards, suppliers, investors, and others. The book outlines the key factors that determine commitment, providing powerful ways to build commitment that cost nothing. This book provides practical methods for getting everyone behind the kind of important organizational actions that drive results.

Idquo;hellip;outstanding book shows readers how to improve strategic processes and executionhellip; This is indeed one of the very best of the year!rdquo; -- CEO Refresher.com Selected as one of the best books of 2009 by CEO Refresher.com From the Inside Flap To take your company to the next level, you constantly strive for that magical combination of top talent, superior leadership, critical resources, and canny strategy. But those elementsmdash;separately or in combinationmdash;will never achieve their ultimate value without commitment. Not the throwaway, rah-rah variety that dissipates as easily as it was created; but genuine, lasting engagement on the part of every single person in the organization. It's real, it's measurable, and, yes, you can build it. The Power of

Strategic Commitment is the first book to turn the sometimes fuzzy concept of buy-in into a true strategic component of success. The authors demonstrate that by establishing quantifiable components of motivation and engagement, any business can turn Compliance (essentially doing everything right, but by adhering to rules and consequences) into Commitment—doing everything extraordinarily well, all the time, because of real interest in the success of the project at hand and the continued growth of the organization. Like most business issues, the level of commitment you can expect from your employees will be determined by what's projected from the top. The reason many well-designed initiatives end up falling short or failing outright is that employees sense immediately if senior management does or does not have the resources, structures, and sheer guts to follow through on all the grand visions they generated at the last strategic planning session. Too often, as the authors quote, strategic planning is "when you go offsite as a team, agree on a bunch of priorities for the year, then go back to work and do what you were going to do anyway." This lack of resolve then permeates every level, department, and individual in your workplace. With *The Power of Strategic Commitment*, you'll not only learn how to create and communicate initiatives that have inherent value (Content), you'll also learn how to show and build belief in the lasting importance of those initiatives to both the organization and each employee (Context). This critical combination in turn results in the ability to:

- Hire and retain only fully engaged talent.
- Involve everyone in creating the future of the organization—and their own future within it.
- Continuously measure and increase buy-in at every level.
- Customize commitment strategies for each employee (it's easier than it sounds).
- Create a commitment-inspiring rewards system (without breaking the bank).
- Keep everyone's eyes on the prize—the achievement and surpassing of stated goals.

Jam-packed with practical tools, proven methods, and countless examples from the authors' considerable experience with hundreds of world-leading clients, *The Power of Strategic Commitment* gives you the key to the kind of sustained engagement that will finally help you realize all those great ideas—and take your organization to the top! Josh Leibner and Gershon Mader are consultants, speakers, and founding partners of Quantum Performance, Inc., a leading-edge management consulting firm with Global 1,000 clients including Capital One, Cisco, Prudential Financial, Cushman Wakefield, Zurich Financial, the United Way, and many others. Josh Leibner lives in Bridgewater, New Jersey. Gershon Mader lives in Toronto, Canada. They can be reached at www.quantumperformanceinc.com. Alan Weiss, Ph.D., is a consultant, speaker, and author of 32 books. His firm, the well-known Summit Consulting Group, has worked with hundreds of major global organizations, including Hewlett-Packard, Merck, and The New York Times. Alan Weiss lives in East Greenwich, Rhode Island, and can be reached at www.summitconsulting.com.

From the Back Cover Not just a slogan on the T-shirts you give out at the company picnic, commitment is a crucial strategic advantage in any organization. But it's as elusive to achieve as it is easy to covet. Real commitment transcends simple compliance, where employees follow the rules and get their work done, and translates to the active engagement of every individual in everything he or she does. *The Power of Strategic Commitment* not only shows you what that level of engagement looks like, it also gives you the tools and proven methodologies to achieve it, measure it, track it, and maintain it. Drawing on the field expertise of three leading consultants and featuring eye-opening examples from their exceptional client rosters, the book serves as both an inspiration and a step-by-step guide to driving growth and profit through true involvement. No matter how well they are planned, strategic initiatives large and small are doomed to fail if the people charged with executing them don't believe in them. Creating and sustaining that sort of buy-in may seem like a tall order, but it's imperative if you want to stay ahead of your competition. And it starts with leadership and management—it starts with you. *The Power of Strategic Commitment* lays out a blueprint for moving beyond the compliance that is the norm at all too many companies, toward that magical point where every initiative is not only accepted but supported—even embraced—by every employee at every level.

Advance Praise for *The Power of Strategic Commitment*:

- "This book does far more than tell us what we should be doing—knowing that is often the easy part. The authors enable us as leaders of organizations ranging in size from those aiming for millions in revenues to those seeking billions in profits—to discover the source of genuine, passionate ownership and commitment. As a staunch believer in the need for team alignment and engagement, I am excited to see a book that helps all of us understand the potential of that commitment, and demonstrates the power of leaders and teams who share that dedication." —Lynn Pike, President, Capital One Bank NA
- "This book is a must read for those wanting to get their executive ranks rowing in the same direction toward common objectives. No matter where in the world your teams are located, or what industry you are in, alignment is more important now than ever." —Finbarr Flood, former Managing Director, Guinness Dublin; Chairman, Irish Labour Court (Retired)
- "The concepts in this book have been invaluable in building a culture of accountability and no excuses within my global organization. Everyone wants and needs that to win; finally a proven way to achieve it!" —Roberto Gregori, Jr., CEO, Bematech International
- "As CEO, my greatest challenge is to engage and motivate people, as well as create ownership in the firm's brand. Achieving buy-in and accountability is essential for this task. This must-read book provides the road map and unlocks the magic to making this happen!" —Bruce Mosler, President and CEO, Cushman Wakefield