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Why Should Anyone Work Here?: What It Takes to Create an Authentic Organization

Rob Goffee, Gareth Jones

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Rob Goffee, Gareth Jones : Why Should Anyone Work Here?: What It Takes to Create an Authentic Organization before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Should Anyone Work Here?: What It Takes to Create an Authentic Organization:

5 of 6 people found the following review helpful. Not What I Had in MindBy CustomerThis book originally caught my eye while browsing at a Barnes Nobel. With a catchy title that anyone can relate to, I figured it was worth a buy from at a much cheaper price. After reading a couple chapters, I found the content of the authors to be somewhat

condescending, and I felt it challenging to relate to their proposed view of how the ideal progressive organization should function. We would all love to sponsor employee guitar lessons to build culture and morale, but it is simply not possible in most businesses. This was one example, but many similar ideas followed. The authors did present a handful of strong points on creating and maintaining a productive individual-focused culture, but I found their research to be largely theoretical and difficult to apply to most real world workplaces. Disappointed with my purchase, I ended up putting the book down half way through. As a Millennial who is reminded daily that: "This is where things are going in business," company funded hobbies and profound employee understanding are wonderful classroom ideas, but are not practical business functions; at least from my experience. Who knows, I may give it another go in year or two with different expectations. 0 of 0 people found the following review helpful. One of the most important questions for any company...By Carl Bilbo Another remarkable read by the of the most distinguished organizational "analysts" around, with remarkable practical diagnostics and recommendations. Read it...0 of 0 people found the following review helpful. WorthyBy Customer Good one

Imagine designing the best company on earth to work for . . . What would that company be like? How would you build and sustain it? As a leader, you need to know. In the past, businesses made people conform to the organization's needs. But the old paradigm has shifted. Now leaders must transform their organizations so that they attract the right people, keep them, and inspire them to do their best work. How do you create a culture people want to belong to? In this powerful and necessary follow-up to the classic *Why Should Anyone Be Led by You?*, leadership and organizational sages Rob Goffee and Gareth Jones identify and illuminate the six key organizational attributes to do just that. In separate chapters, they delve deeply into each one: 1. Let people be themselves 2. Practice radical honesty 3. Magnify people's strengths 4. Stand for authenticity (more than shareholder value) 5. Make work meaningful 6. Make simple rules With vivid stories and examples from global companies, the authors illustrate the kind of strong, attractive workplace culture that leads to sustained high performance. They also provide ways of assessing how your company is doing and describe the tensions and trade-offs that leaders must manage as they transform their organizations. *Why Should Anyone Work Here?* is the question all contemporary organizational leaders must constantly ask themselves if they want to survive and thrive in the new world. This book will help them answer that question.