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The Commitment Engine Making Work
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The Commitment Engine: Making Work Worth It: Jantsch, John ...

1) On a regular basis (the author suggests weekly), schedule a 30-minute meeting with everyone who reports to you and... 2) The author credits Dan Sullivan for this, and it relates to the regular meeting with employees.....in an effort to... 3) Commitment beliefs have to be reinforced at every ...

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commitment in their employees, customers, and businesses and explores what makes some businesses worth referring.

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The Commitment Engine in Hardcover by John Jantsch

The small-business guru behind Duct Tape Marketing and The Referral Engine teaches listeners how to establish lasting commitment in their employees, customers, and businesses. Why are some companies able to generate committed, long-term customers while others struggle to stay afloat?

Why are some companies able to generate committed, long-term customers while others struggle to stay afloat? Why do the employees of some organizations fully dedicate themselves while others punch the clock without enthusiasm? By studying the ins and outs of companies that enjoy extraordinary loyalty from customers and employees, John

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Jantsch reveals the systematic path to discovering and generating genuine commitment. Jantsch's approach is built on three foundational planks, which he calls the clarity path, the culture patron, and the customer promise. He draws on his own experiences and shares true stories from businesses like Threadless, Evernote, and Warby Parker. His strategies include these: Build your company around a purpose. People commit to companies and stories that have a simple, straightforward purpose. Understand that culture equals brand. Build your business as a brand that employees and customers will support. Lead by telling great stories. You can't attract the right people or get them to commit without telling a story about why you do what you do. Treat your staff as your customer. A healthy customer community is the natural result of a healthy internal culture. Serve customers you respect. It's hard to have an authentic relationship with

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people you don't know, like, or trust. As Jantsch says, "Have you ever encountered a business where everything felt effortless? The experience was perfect, and the products, people, and brand worked together gracefully. You made an odd request; it was greeted with a smile. You went to try a new feature; it was right where it should be. You walked in, sat down, and felt right at home. . . . Businesses that run so smoothly as to seem self-managed aren't normal. In fact, they are terribly counterintuitive, but terribly simple as it turns out." As a follow-up to The Referral Engine, this is about more than just establishing leads- it's about building a fully alive business that attracts customers for life.

A paradigm for a marketing-based sales system is designed to improve effectiveness, outmaneuver competitors and add value to customer relationships. By the author of Duct Tape Marketing.

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The bestselling author of *Duct Tape Marketing* shows how to get your customers to do your best marketing for you. Word-of-mouth referrals are more important than ever. People trust the recommendation of a friend, colleague, or even a stranger with similar tastes over anything thrust at them by a faceless company. Marketing expert John Jantsch offers practical techniques for harnessing the power of referrals to ensure a steady flow of new customers. The key lies in understanding the 'Customer Referral Cycle' - the way customers refer others to your company who, in turn, generate even more referrals. If everyone in the organization keeps this in mind, Jantsch argues, your business will generate referrals like a well-oiled machine. 'A swift, appealing read and a thorough primer on the power of letting your products and customers peak for themselves.'

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Publishers Weekly'Frankly, I had no idea how John was going to top Duct Tape Marketing. . . But with The Referral Engine, John puts you in the driver's seat and shows you the steps to achieving marketing success without a huge budget.' Chris Brogan, coauthor of Trust Agentsand The Impact Equation'This book will show you how to give people something to talk about.' Tony Hsieh, CEO of Zappos.com, author of Delivering Happiness'Who knew that there's a science to referrals? Not I - but now that I know, I want you to benefit from John's expertise. In a sense, a jacket blurb is the ultimate referral, and I'm here to blurb this book because it will help you succeed in business.' Guy Kawasaki, cofounder of Alltop, author of Enchantment

Our stories of industrial innovation tend to focus on individual initiative and breakthroughs. With Making Jet Engines in World War

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II, Hermione Giffard uses the case of the development of jet engines to offer a different way of understanding technological innovation, revealing the complicated mix of factors that go into any decision to pursue an innovative, and therefore risky technology. Giffard compares the approaches of Britain, Germany, and the United States. Each approached jet engines in different ways because of its own war aims and industrial expertise. Germany, which produced more jet engines than the others, did so largely as replacements for more expensive piston engines. Britain, on the other hand, produced relatively few engines—but, by shifting emphasis to design rather than production, found itself at war's end holding an unrivaled range of designs. The US emphasis on development, meanwhile, built an institutional basis for postwar production. Taken together, Giffard's work makes a powerful case for a more nuanced understanding of

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technological innovation, one that takes into account the influence of the many organizational factors that play a part in the journey from idea to finished product.

The Improvement Engine Summary In The Improvement Engine, you will be introduced to a set of equations called the “ Physics of Success. ” They will show how the foundation of success depends on learning and improvement. Once you are familiar with these equations, you will see that they form a rational basis for the concentration on learning and improvement that has been at the heart of the “ quality revolution ” in organizational (particularly business) practices since the latter half of the 20th century. While there is much to be learned from the equations themselves, their purpose in this book is fairly simple: to ensure that you are convinced of the need to pursue learning

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and improvement at least as vigorously as you pursue productivity and profit, since the latter are a product of the former. Armed with this conviction, you will then be ready to learn about the Improvement Engine. The Improvement Engine is a phenomenon which manifests itself in every person, process, and organization. It is running right now inside your own mind, and it should be part of the reason you bought this book in the first place. It is running in your business. It is running in your family. It is running in every group with which you come together to pursue any common purpose. As presented in this book, it is a fairly simple diagram that shows the foundational elements of the Physics of Success in action. The Engine is fueled by knowledge, curiosity, and hope, and it drives people to seek and act toward change. By searching and acting, they discover new knowledge, and the cycle repeats. As a model, it explains not only what works, but why

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the engine works – something often overlooked in the literature of continuous improvement. Perhaps most importantly, it comprehends the human portion of the improvement process, explaining, if you will, the psychology of improvement – or at least the psychological factors which affect it. Organizationally, the Engine explains the connections that must exist to mesh Organizational Development and Human Relations issues with improvement tools and methods most commonly associated with Quality, Design, and Manufacturing issues. Without such a meshing, adoption of improvement processes such as Six Sigma or attempts to “ change culture ” tend to be unsuccessful. The Engine makes the reasons clear. Analysis of the working of the Engine along with working your way through the accompanying Workbook, will lead to several specific actions that you can take to better manage improvement in any context, personal or organizational. Additionally,

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you will be able to use the Engine as a model to trace why your current efforts toward improvement are – or are not – meeting your own expectations. The Workbook is designed to be used by an Executive Leadership Team, or any other management team, while reading and discussing the book. This unique combination of a book and a coordinating workbook set The Improvement Engine apart from other continuous improvement “ how to ” materials. By providing a self-facilitated approach, The Improvement Engine fills a much needed void or niche as it describes not only the what, but also the WHY and the HOW of success!

This book began as an exploration of collaborative work organizations. We knew about people in various occupations who had gotten together to form organizations of equals to manage the settings

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within which they did their work. Among these organizations were a teacher-controlled public school, a fishermen's cooperative, a potters' studio, a public-interest advocacy group, and an architectural firm. We wondered how these groups functioned, and whether and how they contributed to making work satisfying for the individuals in them. These groups were, of course, pretty small potatoes, but it seemed to us that they provided a way to an understanding of some much larger current issues. Worker satisfaction has surfaced as an issue of current concern and has been represented in research documenting the growing expectations that the members of our society have of their work experience. More workers are more educated now than ever before, and more and more people seem to look to work as a personal outlet, rather than just a source of income. We saw our small, egalitarian work organizations as providing settings in which people

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were especially likely to v vi PREFACE find work satisfying. We wanted to know both the organiza tional conditions for satisfying work and the conditions un der which collaborative work organizations could keep func tioning. Since the sociological literature on work satisfaction tends to revolve around issues of autonomy and control, we sought out settings in which workers had maximized autono my and control.

This book shows managers how to identify opportunities for increasing productivity by enhancing commitment and provides tools for building a high-performing team. • Clearly identifies interpersonal dynamics as the major factor for reducing the "commitment gap" and increasing job satisfaction and productivity • Utilizes "real life" scenarios to demonstrate how the supplied blueprints

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and strategies enable managers to internalize and experiment to impact their own motivational issues

The discovery of market needs and the manufacture of a product to meet those needs are integral parts of the same process. Since most textbooks on new product development are written from either a marketing or an engineering perspective, it is important for students to encounter these two aspects of product development together in a single text. *Product Design: Practical Methods for the Systematic Development of New Products* covers the entire new product development process, from market research through concept design, embodiment design, design for manufacture, and product launch. Systematic and practical in its approach, the text offers both a structured management framework for product development and an

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extensive range of specific design methods. Chapters feature "Design Toolkits" that provide detailed guidance on systematic design methods, present examples with familiar products, and conclude with reviews of key concepts. This major text aims to turn the often haphazard and unstructured product design process into a quality-controlled, streamlined, and manageable procedure. It is ideal for students of engineering, design, and technology on their path to designing new products.

The welfare system in the United Kingdom is broken. The number of claims has escalated and so, in consequence, have welfare expenditures. The social system does not encourage welfare recipients to become independent. Half the population of the United Kingdom lives in households drawing one of the major means-tested benefits.

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Research documents that means-tests paralyze self-help, discourage self-improvement, and tax honesty while at the same time rewarding claimants for being either inactive or -deceitful. In *Making Welfare Work*, Frank Field challenges the current political orthodoxy, particularly its emphasis on the role of legislation alone in bringing about social improvement in a welfare state. Field argues that the impact legislation has on personal character is pivotal to human advance in a welfare state. Welfare reconstruction needs to address and channel the differing roles of self-interest, self-improvement, and altruism, which are among the great driving forces in human character. A successful welfare state must reinforce these important forces which influence our nature because to create an imbalance between these three motive forces will always undermine welfare's objectives. Field discusses in detail aspects of modern British society in dire need of

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change. These include the drug trade, benefit traps, permanent adolescence, the rise of part-time work, inequality in incomes, excluding the disabled, single parents, and the very elderly, for example. This clearly delineated, well-researched blueprint for success will be important reading for politicians and policymakers in all industrialized nations. Its author is well-positioned to revise and review the welfare policies of democratic -societies.

A rich history of the unique relationship between life and work in an American factory town from 1840 to 1984, *A Place to Live and Work* tells the remarkable story of Henry Disston's saw manufacturing company and the factory town he built. The book provides a rare view of the rise of one of America's largest and most powerful family-owned businesses, from its modest beginnings in 1840 to the 1940s, when

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Disston products were known worldwide, to the sale and demise of the company in the postwar years. Henry Disston, however, not only built a factory; he also shaped Tacony, the town in northeastern Philadelphia where the workers lived. The book describes the company's interdependence with the community and profiles the lifestyle that grew out of Disston's paternalistic blueprint for Tacony. Using original letter books, shop committee meeting notes, photographs, and a wealth of other documents, Harry Silcox reveals Disston's highly sophisticated distribution and marketing system as well as a management system that, unlike the one advocated by Frederick Winslow Taylor, responded to the concerns of workers and foremen. Through two world wars, the Depression, and the rise of unions, Disston's innovative business practices enabled the company to remain active and strong even when factories across the nation were

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failing. This study raises important questions about the demise of the factory system and its impact on urban communities and family life. The Disston company provides one example of how people could work and live together successfully within the larger framework of the factory system.

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