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Everybody's Business: Engaging Your Total Enterprise to Boost Quality, Speed, Savings & Innovation

By Marta C. Wilson

Greenleaf Book Group LLC. Paperback. Book Condition: new. BRAND NEW, Everybody's Business: Engaging Your Total Enterprise to Boost Quality, Speed, Savings & Innovation, Marta C. Wilson, Based on research and practice the book answers the question: How can leaders engage the total enterprise to boost quality, speed, savings and innovation? Despite the statistics, any organisation can be sustained. How? By imagining the smallest step with the biggest payoff, and then choosing that one step. This primer helps leaders imagine ways to free everybody in their organisation to do just that, by making it everybody's business to know and grow the enterprise. Industrial and organisational psychologist Dr Marta Wilson and her team of experts show how leaders in small businesses, large corporations, government agencies, and military organisations have found their best options by asking this recurring question: What is the smallest step with the biggest return? Wilson believes in the power of asking questions and listening to customers, employees, vendors, investors, media as the best way to improve products or services. Leaders must initiate dialog to discover ideas from each stakeholder's unique vantage point. The short "Ask Yourself" section in each chapter will jump-start readers' application of the seven dialog tools...



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