



Enterprise Engagement: The Textbook: A Roadmap to Achieving Organizational Results Through People

Bruce Bolger

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Enterprise Engagement: The Textbook introduces a new path to business prosperity through a strategic focus on people. Edition 2.0, 256 pages, 8" by 10" textbook format with 36 chapters. Authored and edited by dozens of experts in general management, marketing, sales, data management, business and academia, the book's methodology has been endorsed by leading companies as a means of achieving both strategic and tactical organizational goals related to sales, marketing, human resources, vendor management, and community relations. A proven strategy to: Increase long-term profitability Maximize customer loyalty and referrals Capture the commitment of dealers, agents, and distributors Increase sales and improve customer service Maximize quality, productivity, quality, wellness, and more Foster greater prosperity through a focus on people The book provides formal preparation for the Enterprise Engagement Certification program. The textbook is updated at least annually based on incorporated the latest information on each chapter and input generated through the online university. ABOUT ENTERPRISE ENGAGEMENT Enterprise Engagement is a new field that helps organizations maximize performance by addressing the needs of everyone from customers and distribution partners, to employees, vendors, and related communities. Organizations run this way outperform their competitors in the 3-6 year time frame by up to 300% both in stock market performance and earnings, according to multiple research studies. Why isn't every company run this way? Because research indicates that companies with low engagement can outperform everyone in the 1-3 year time frame—until the costs of those short-term strategies come home to roost. WHY THE TIME IS NOW “Despite over 20 years of research and the wisdom of dozens of best-selling authors, most organizations continue to overlook the long-term competitive edge that comes from having a fully engaged audience of customers, distribution partners, employees, vendors, and communities,” said Curt Coffman, Chief Science Officer of The Coffman Organization, and co-author with Marcus Buckingham of “First Break All the Rules,” one of the all-time best selling business books. “Now is the time to have a textbook that provides organizations with a clear strategy to maximize performance through people.” Enterprise Engagement is a virtuous capitalism that focuses on profitability through people that will become essential in the era of social media in which customers and talented employees have the power. It is different from traditional marketing and management in that it redefines an organization's brand to include all of its audiences; seeks to align activities across the organization from customers and distribution partners to all employees, vendors, and related communities; and integrates traditionally siloed activities such as leadership and coaching, assessment, communications, learning, collaboration and innovation, rewards and recognition, analytics, and more to focus everyone on mutually supported goals. “Enterprise Engagement is a new field critical to delivering our brand promises. The business leaders, managers, employees and vendor partners who understand the field of Engagement will have the competitive edge,” said Gina Valenti, Vice President, Owners Services, Hilton Worldwide and Vice President, Brand Culture and Internal Messaging, Hampton Hotels. Enterprise Engagement is a fresh approach to Corporate Social Responsibility that starts at home focusing first and foremost on meeting the needs of shareholders by meeting those of the organization's customers, distribution partners, employees, vendors and communities.

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