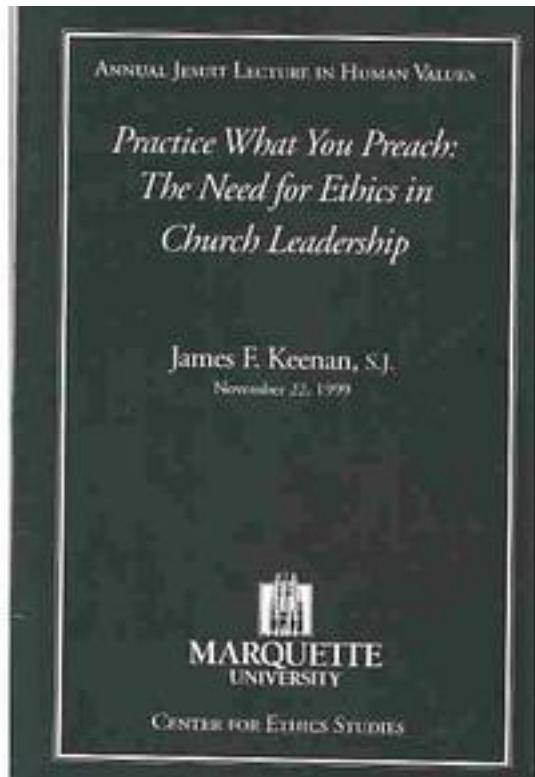


Practice What You Preach



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Are employee attitudes correlated with financial success? Unequivocally yes! according to consultant and bestselling author David H. Maister. Based on a worldwide survey of 139 offices in 29 professional service firms in numerous lines of business, Maister proves that companies perceived by their employees to practice what they preach in matters of client commitment, teamwork, high standards, and employee development are more successful than their competitors. Put simply, employee dedication causes improved financial performance. Through in-depth interviews,

Maister explores the crucial role of the individual manager in promoting high morale among employees. Practice What You Preach boasts specific action recommendations from the managers of these "superstar" businesses on how to build an energized workplace, enforce standards of excellence, develop people, and have fun -- all in the name of profit. As a result, Practice What You Preach can help any manager increase profitability, and provides proof that great financial rewards come from living up to the standards that most businesses advocate, but few achieve.

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