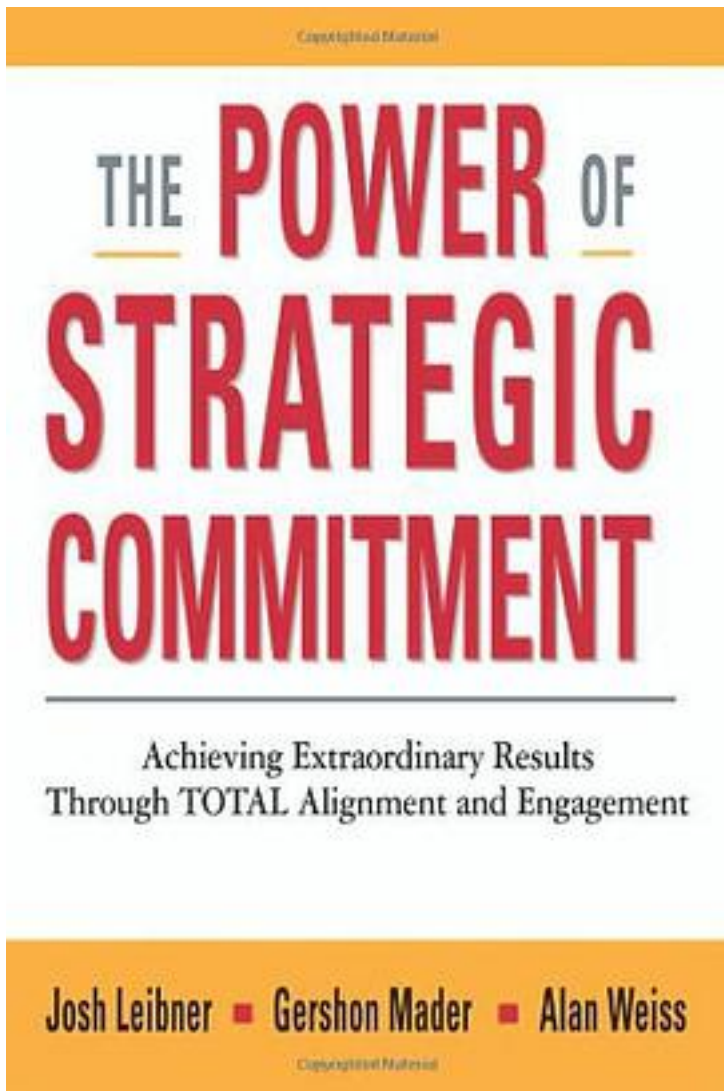


# The Power of Strategic Commitment



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Even the most well-thought-out initiatives will fail without true employee ownership, accountability, and engagement. Yet most managers and executives don't have a clear system for ensuring the support they need from those around them. "The Power of Strategic Commitment" helps readers improve their strategic processes by enlisting the support of managers, employees, boards, suppliers, investors, and others. The book outlines the key factors that determine commitment, providing powerful ways to build commitment that cost nothing. This book provides practical methods for getting everyone behind the kind of important organizational actions that drive results.

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