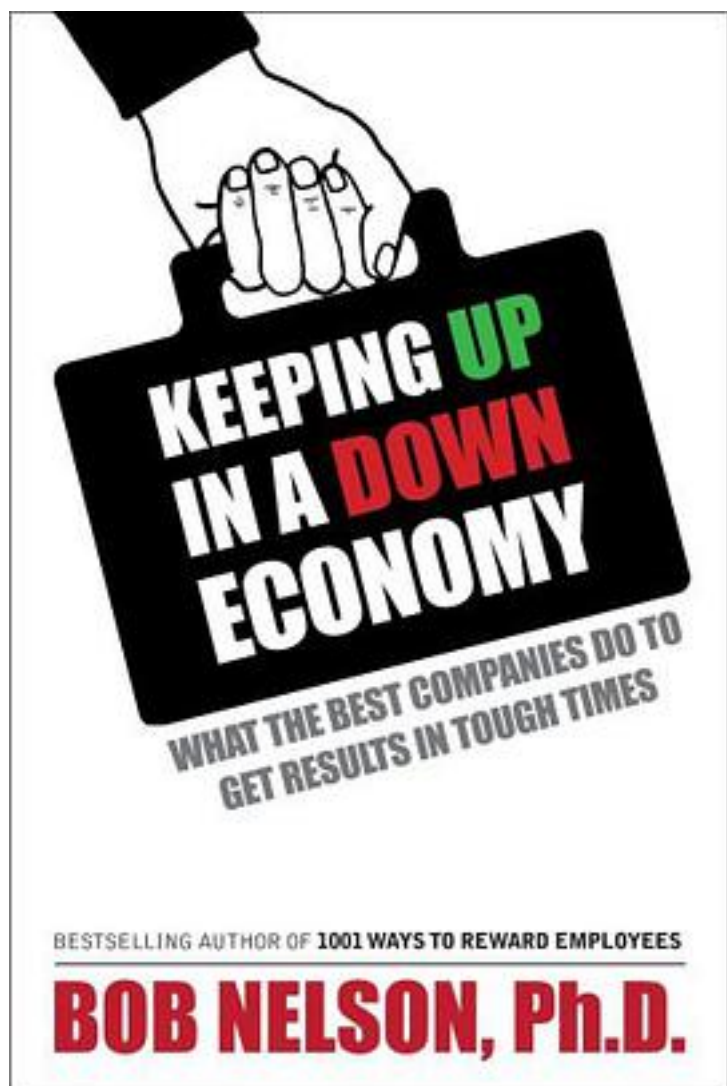


# Keeping Up in a Down Economy



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Million-copy best-selling business author Dr. Bob Nelson (1001 Ways to Reward Employees, Managing For Dummies, among others) has created a silver lining for managers and businesses everywhere in today's tough recessionary times by creating a resource for how to enhance employee morale, performance and productivity without spending a lot of money, time or resources. This research-based book looks at companies whose employee engagement scores have dramatically increased during the current recession and compares those to companies whose scores have nosedived over a comparable period to see how management practices varies between the two groups. The result: Six clear dimensions that any manager or organization can better harness to create a more motivating work environment for their employees today: Create a Clear and Compelling Direction Direct, Open and Honest Communication Involve Employees and Encourage Initiative Increase Employee Autonomy, Flexibility and Support Continued Focus on Career Growth and Development Recognize and Reward High Performance To keep employees focused and motivated in these difficult times, managers need to be proactive, positive and forward looking in systematically applying these dimensions on a daily basis with their employees. Dr. Nelson shows you exactly how to do this, using his trademark style of simple yet powerful insights, combined with concise, low-cost and practical suggestions all supported with real-life examples from successful organizations. The recession might be officially over, but for managers, employees and organizations everywhere, the "recovery" will plod on for years. This book will help keep employee energy and focus where it needs to be to make a difference so that the organization can emerge stronger and more competitive from today's challenging economic times.

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