

FOR IMMEDIATE RELEASE

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## **STRATEGY IS WORTHLESS WITHOUT COMMITMENT.**

*New AMACOM book provides practical methods for getting everyone behind the kind of important organizational actions that drive results.*

**M**ost initiatives to improve organizational performance fail to deliver. Whether the aim is to become leaner, more productive, customer-intimate or growth-oriented, the majority of organizational programs fail to accomplish their goals. Yet surprisingly, the blame lies most often not with the overall game plan, but with a lack of across-the-board employee ownership and follow-through...a true, total commitment that goes beyond simple buy-in and pushes organizational efforts through to success.

As Josh Leibner, Gershon Mader, and Alan Weiss, Ph.D., authors of **THE POWER OF STRATEGIC COMMITMENT: Achieving Extraordinary Results Through TOTAL Alignment and Engagement** (AMACOM; June 30, 2009; \$29.95 Hardcover) describe it, "While most senior managers understand that no matter how clear and valid their strategy and objectives are, if people are not genuinely on the same page working with each other rather than against or independent of each other, they will not achieve the success they want; they don't know how to generate real commitment and alignment to their strategies. One clear indication is the lack of enthusiasm most senior managers exhibit for the strategic planning process. As one executive put it, 'Strategic planning - that's when you go offsite as a team, agree on a bunch of priorities for the year, then go back to work and do what you were going to do anyway.'"

Based on their combined consulting experience spanning 80-plus years, 500 clients, and 60 countries working with companies of all types and at all levels, **THE POWER OF STRATEGIC COMMITMENT** reveals how true ownership and commitment, and not merely compliance, can be achieved at any organization, even when the environment is filled with the typical toxic organizational issues of distrust, politics,

turf-ism, butt-covering, blame and timidity. The book shows readers how they can improve their strategic processes by enlisting the support of managers, employees, boards, suppliers, investors, and others, outlining the key factors that determine commitment, and providing powerful ways to build buy-in that cost nothing. Jam-packed with practical tools, proven methods, and countless examples from the authors' considerable experience with hundreds of world-leading clients, the book shows readers how to:

continuously measure buy-in • involve everyone in creating their own piece of a larger organizational future • tailor commitment strategies for individual employees • keep everyone on the road to achieving stated goals • create a commitment-inspiring rewards system • hire fully-engaged talent

The attainment of strategic goals is the lifeblood of any organization. Whether for-profit, non-profit, local, global, large, small, service or manufacturing, those that fail to identify apathy, resignation and cynicism – and transform them into an environment of total alignment and commitment – are doomed to failure. This book provides readers with the tools they need to generate genuine, lasting, and measurable engagement on the part of every single person in the organization.

### **About the Authors:**

**Josh Leibner** and **Gershon Mader** are founding partners of Quantum Performance, Inc., a management consulting firm whose global clients include Capital One Bank, Cisco Systems, Prudential Financial, Cushman & Wakefield, and other organizations across several industries. **Alan Weiss, Ph.D.**, is a consultant, speaker, and author. His firm, the renowned Summit Consulting Group, boasts a similarly impressive client list that includes Hewlett-Packard, Merck, and hundreds of other top organizations around the world.

**Title:** THE POWER OF STRATEGIC COMMITMENT:  
**Achieving Extraordinary Results Through TOTAL Alignment and Engagement**

**Authors:** Josh Leibner, Gershon Mader, Alan Weiss, Ph.D.

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