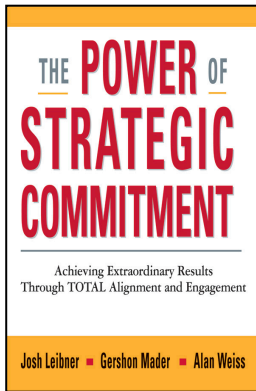




RAINCOAST BOOKS



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

By Gershon Mader, Josh Leibner, and Alan Weiss, Ph.D.

JUNE 2009

{AMACOM • 6 1/8" x 9 1/4" • 288 pages • 978-0-8144-1374-6 • \$38.95 cloth}

STRATEGY IS WORTHLESS WITHOUT COMMITMENT

“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.’”

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:

- 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.

GERSHON MADER (Toronto, Ontario) and **Josh Leibner** 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.