



The Culture Builders: Leadership Strategies for Employee Performance

Jane Sparrow

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In *The Culture Builders* Jane Sparrow shares the insight of her research and experience into how companies are creating an engaged workforce. Along the way she looks at the evidence, the case for engagement and how organizations are measuring and defining it. Having an engagement strategy is merely a first step and so the book explores how to enable the manager-as-engager.

Alongside the practical models and the guidance, there are stories and examples from leaders and organizations allowing you to learn, amongst other things, about the strong sense of purpose felt in John Lewis Partnership; the importance Innocence places on values; how Sony has used visual metaphors to give context and strategic direction and how MGM Resorts targets engagement strategies to the needs of specific employee groups.



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