CONTENTS

INTRODUCTION 1
    The Format 11

THE FABLE 15

EPILOGUE ONE YEAR LATER 145

THE APPLICATION OF ENGAGED LEADERSHIP 155

DIRECTIONAL LEADERSHIP 161
    Challenge One
    Recruit Support from the Top 29 Percent 165
    Challenge Two
    Prepare the Organization for Change 167
    Challenge Three
    Let Them Know How They Contribute 170
    Challenge Four
    Constantly Communicate Progress 174
vi  ENGAGED LEADERSHIP

MOTIVATIONAL LEADERSHIP  
Challenge Five  Lead with Positive Motivation  180
Challenge Six  Celebrate Small Successes  183
Challenge Seven  Encourage Life Balance for All Employees  186
Challenge Eight  Create a Fair Work Environment  190

ORGANIZATIONAL LEADERSHIP  
Challenge Nine  Identify and Position the Appropriate Talent  195
Challenge Ten  Build a Bridge between Generations  198
Challenge Eleven  Move toward Real Empowerment  200
Challenge Twelve  Establish a Strategy to Maintain Success  202

THE IMPORTANCE OF CHARACTER CORE  

CONCLUSION  

THE EMPLOYEE’S ROLE  

Acknowledgments  

About the Author