

Medical Match

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Follow This Path by Curt Coffman and Gabriel Gonzalez-Molina, PhD, Warner Books, Inc. 2002. From 1995-2001 the Gallup Organization gathered data from over 300,000 business units in worldwide organizations.

They concluded that only **30% of the workforce is actively engaged in their work:** using their talents every day to achieve consistent levels of high performance and emotional dedication to their job. Engaged employees have a key trait; they do not *only* concentrate on the small tasks, but are motivated toward the bigger goals.

These 30% influence business profits. How? Customers recognize and resonate with the passion and enthusiasm of the engaged employee. Clients bond more tightly to the organization than buying by price, alone. This leads to greater customer loyalty, sustainable growth, and profitability.

The book goes beyond statistics and gives managers detailed and practical specifics for identifying engagers and moving others to higher levels of performance.

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