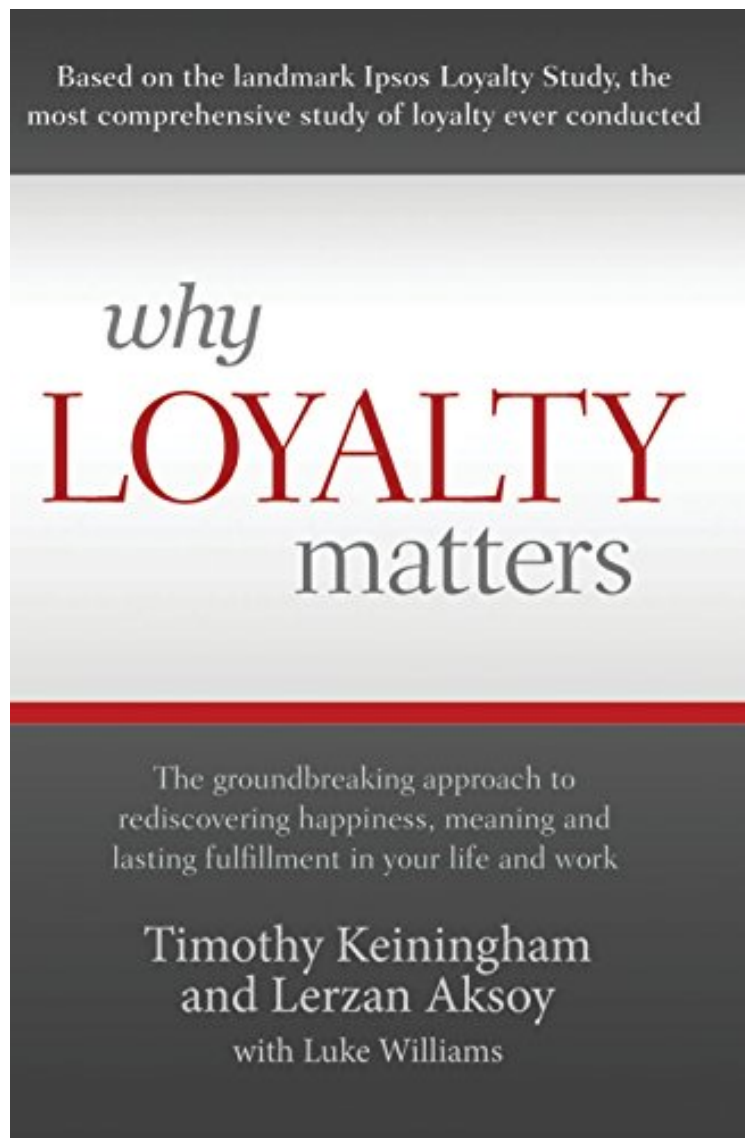


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Why Loyalty Matters: The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life and Work

Timothy Keiningham, Lerzan Aksoy
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Timothy Keiningham, Lerzan Aksoy : Why Loyalty Matters: The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life and Work before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Loyalty Matters: The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life and Work:

0 of 0 people found the following review helpful. Review EssayBy TroyReview Essay"Why Loyalty Matters"Troy D IvieExcelsior College I have often felt that the world we live in today is absent a sense of loyalty. Loyalty to our family and loved ones, to ourselves, and to our careers is becoming a thing of the past in this fast paced, competitive information age. For decades, we have been told that loyalty gets us nowhere, and we always have to look out for number one. We have been told that in order to succeed we have to constantly reinvent ourselves, let go of past relationships, and move on to where the grass is greener. In search of a broader sense of why we humans have lost our sense of loyalty, I came across a book called "Why Loyalty Matters", written by Timothy Keiningham and Lerzan Aksoy, with Luke Williams. The authors conducted extensive research on the topic as well as basing the book on a loyalty study completed by Ipsos Loyalty. Founded in 1975, Ipsos is a global research company headquartered in Europe. This book breaks down the essential elements of loyalty that provide a profoundly moral message: that the quality of our lives, the productivity of our careers, and the depth of our relationships are certainly related. This book taught me that loyalty is a key ingredient of a life lived well.

The Why of Loyalty "A happiness that is sought for ourselves alone can never be found; for a happiness that is diminished by being shared is not big enough to make us happy" (Merton, 1955). This element focuses on today's use and meaning of the letter "I". It is true that what we lack in terms of community, loyalty, and trust, we can make it up with our unprecedented spending power by buying insurance, legal aid, protection, etc. In today's society, who needs loyalty anymore? This chapter also includes a short assessment of ourselves, and what role loyalty plays in our lives. This helped me understand the why of loyalty, and it naturally led me to the next element.

Know Yourself We probably are all aware of some elements of Steven Covey's "Seven Habits of Highly Effective People". Habit number five tells us to seek to understand people, and then be understood. I have often disagreed with this, as I believe knowing yourself first is paramount. How are we supposed to understand what motivates others if we don't know what motivates us? This element in Loyalty Matters is explored here, as it goes into how we each have our own relationship style. Once again, the authors brilliantly use this to transition into the next element of loyalty.

Building Loyal Relationships Aristotle said, "Nobody would choose to live without friends, even if he had all other good things". This element explains what we think of as our strongest loyalties. We tend to group our friends, family, spouses, and loved ones in this. These loyalties have the greatest influence on our happiness. Sadly, the research in this book indicated a downward trend in the number of quality friendships since 1985. In fact, one-quarter of Americans report having no close friends in whom they could confide things that were important to them. What I found interesting was that the book also revealed through research how important making our relationships work is to us. There are over 50,000 books in print on how to make friends, as well as more than 100,000 books on relationships (Keiningham, Aksoy, 2009). So why the disconnect? This chapter in the book explores this phenomenon as it relates to this age of information.

The Economics of Loyalty This loyalty element explores the fact that nothing will take up more of our time as adults than work-not family, recreation, eating, or even sleeping. Loyalty in the workplace certainly is a link to our overall happiness, as well as frustrations. Research conducted by the authors revealed four key elements of satisfied employees in virtually all workplaces. Am I a capable employee? Do I experience a steady state of job satisfaction in terms of what I get accomplished? Do I struggle with loyalty to my colleague vs. loyalty to the overall organization? Am I a productive employee? These particular job related questions are what I struggle with the most when I attempt to balance my personal life with my professional career. These factors are all interconnected. This element is my favorite because it explains that our work is much more than a means of putting food on the table. Our loyalty to our co-workers influences us in ways that extend far beyond the workplace. It shapes our identity, influences our psychological health, and connects us to others.

Toxic Loyalty Former British Prime Minister Benjamin Disraeli once quipped, "Damn your principles! Stick to you party". This element simply reviews how loyalties can be misused. History has shown us it is possible to be a loyal Nazi, Klansmen, mobster, or gang member. It is also possible to be a loyal but abused spouse. Research in the book revealed that 60 percent of us report having relationships to which we feel loyal damage our emotional and psychological well-being.

Faith and Loyalty This element is exposed in a variety of instances across the world today, as it focuses on the subject of religion. Muslim faith, Christianity, and the division of church and state all contribute to levels of instability, creating global centers of gravity for conflict and controversy. Loyalty to one's religious beliefs may conflict with the demands of civil law. Finally, the book really drove home the idea that even though each of us is unique at our core, we all want the same things: to be happy, to be fulfilled, and to be loved. We fail to recognize, however, that this wish for our own happiness and for a more peaceful world rests on the same foundation: our loyalty to one another.

ReferencesKeiningham, T., Aksoy, L. (2009). Why Loyalty Matters. Dallas, TX: BenBella Books, Inc.Merton, T. (1955). No Man is an Island. New York, NY: Harvest book. Harcourt Inc.

1 of 2 people found the following review helpful. Why Loyalty Matters - a whole new chapter in understanding loyaltyBy tv_in_njIn Why Loyalty Matters, Tim Keiningham and Lerzan Aksoy continue the work we started together as authors of Loyalty Myths. In this volume, Tim and Lerzan delve far deeper into the psychology of loyalty and its relevance to the individual's well-being. The book is a masterful exploration of the role loyalty plays in creating our own personal happiness and success. And, it carries these insights into our corporate lives, explaining how loyalty effectively fortifies organizations in today's challenging market - both with customers and employees. The LoyaltyAdvisor component and the chapter on teaching

loyalty are truly unique contributions to the field! I commend Tim and Lerzan for further evolving the work we started together in *Loyalty Myths*! 1 of 2 people found the following review helpful. Provides a range of perspectives on the topic of loyalty formation
By Homayoun
This book provides very interesting perspectives on the topic of loyalty, not just from a business view point, but also from social and psychological angles. It is an excellent resource for those interested in understanding the dynamics of loyalty formation, and how loyalty can be created and preserved in a variety of contexts

For decades we've been told that we live in fast-paced, dog-eat-dog world, that loyalty gets you nowhere, and that we must look out for number one! We've been told that to succeed we have to constantly reinvent ourselves, let go of past relationships, and move on to greener pastures. And we've been told that all this is good. But it's not good. Why *Loyalty Matters* is grounded in the most comprehensive study of loyalty ever conducted, and what it reveals can change your life. The science is very clear – when it comes to business success, satisfaction in our relationships and even overall happiness, loyalty is essential. Renowned loyalty experts Timothy Keiningham and Lerzan Aksoy combine their own groundbreaking research with the leading thinking in philosophy, sociology, psychology, economics and management to provide a comprehensive guide to understanding what loyalty is, what it isn't and how to unlock its power in your personal and professional life.