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Bill Jensen

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Bill Jensen : Work 2.0: Building The Future, One Employee At A Time before purchasing it in order to gage whether or not it would be worth my time, and all praised Work 2.0: Building The Future, One Employee At A Time:

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neck of the woods, it is difficult to see how the contract could come into play and more so with 9-11 which makes the business environment a lot tougher whereby strong leadership is called for.

With a new preface by the author In Work 2.0, Bill Jensen introduces us to a new breed of managers and organizations that are maximizing productivity, developing leaders at all levels, constantly innovating, attracting exceptional talent - and winning in the marketplace. The key to their success is recognizing that the most valuable assets in the company are the time, attention, knowledge, passion, energy, and social networks of the frontline workers. As Jensen convincingly argues, building a corporate infrastructure that gives people what they need to "get stuff done" - and then get out of their way - yields surprising results: greater alignment of personal and corporate goals, more satisfied employees and customers, and a competitive edge that keeps everyone moving forward together.

.com Now that the economy has tanked, it's time for corporate execs to remind their employees of who's who and what's what, right? Wrong, warns Bill Jensen in Work 2.0, his rousing but practical blueprint for creating the productive workplace of the future. Employees are any company's most important investors, Jensen reminds the forward-thinking leader; how their contributions of time, attention, ideas, knowledge, passion, energy, and social networks are respected and rewarded will determine the success or failure of the company. Think of Work 2.0 as the new contract these employees are wielding, their sophisticated manifesto for how to get a better return on their investment. It's no longer merely about healthy compensation, good benefits, and a foosball table in the corporate cafeteria; today's workers care about how easy it is to make a big impact, how much and how fast they can learn, and how efficiently what they provide is utilized. Jensen aims this motivational guide at leaders who want to attract and keep these savvy employee-investors, and teaches them how to embrace the asset revolution, give their employees better control over their own destinies, create and deliver peer-to-peer value, and become the type of extreme leaders capable of excelling in extreme times. The book is peppered with great quotes, useful checklists, and tips from leaders already succeeding under the new contract. --S. Ketchum From Publishers Weekly An opening query, expressed almost as a throwaway, shows what this book could have been. Consultant Jensen (Simplicity: The New Competitive Advantage in a World of More, Better, Faster), reflecting on what managers must do today, writes: "Work 2.0 places before you a simple self-assessment question: 'As a leader, am I changing enough to demonstrate that I respect and trust the people around me?'" Unfortunately, Jensen never comes close to explaining what a manager needs to do to answer that question affirmatively. Instead, in tilling over ground broken long ago by Warren Bennis, he tells readers that today's workers want meaning as well as money. Then, as the McKinsey consulting firm has already maintained, he explains that there is a war for the best talent. Faintly echoing the writings of Thomas Stewart, he underscores what's now considered a basic truth that intellectual capital is a firm's most important asset and then repeats what Tom Peters has argued since the mid-1990s: if companies don't provide the best environment for employees to thrive, they won't attract the best employees. Managers today want to know what they have to do to be effective, and how they have to do it. Instead, Jensen gives them entire chapters revolving around such statements as "great workplaces respect life's precious assets" and "great workplaces get better results by giving people better control over their own destiny." Agent, Lisa Adams. Copyright 2002 Cahners Business Information, Inc. From Booklist If Jensen's first book, Simplicity: The New Competitive Advantage in a World of More, Better, Faster (2000), didn't break through the business best-seller list, then his number two should. Toned down to reflect 9-11 ramifications, this book, nonetheless, reads like a cross between Tom Peters and an Internet missionary. His thesis is that there's a new work contract between employer and employee based on four new accountabilities: collaboration, respect from leadership, personal productivity, and employees as assets. Interview stories from the likes of Blue Cross, Cisco, and Motorola, among others, buttress key points--and act as extremely persuasive harbingers of work to come. Actual surveys, checklists, and tool kits become fodder for believers. And, yes, there's even a section or two for doubting Thomases and Tonis, the cynics who say, "It can't happen here." The jury's still out, but Jensen marshals major facts, figures, and evidence. Barbara Jacobs Copyright copy; American Library Association. All rights reserved