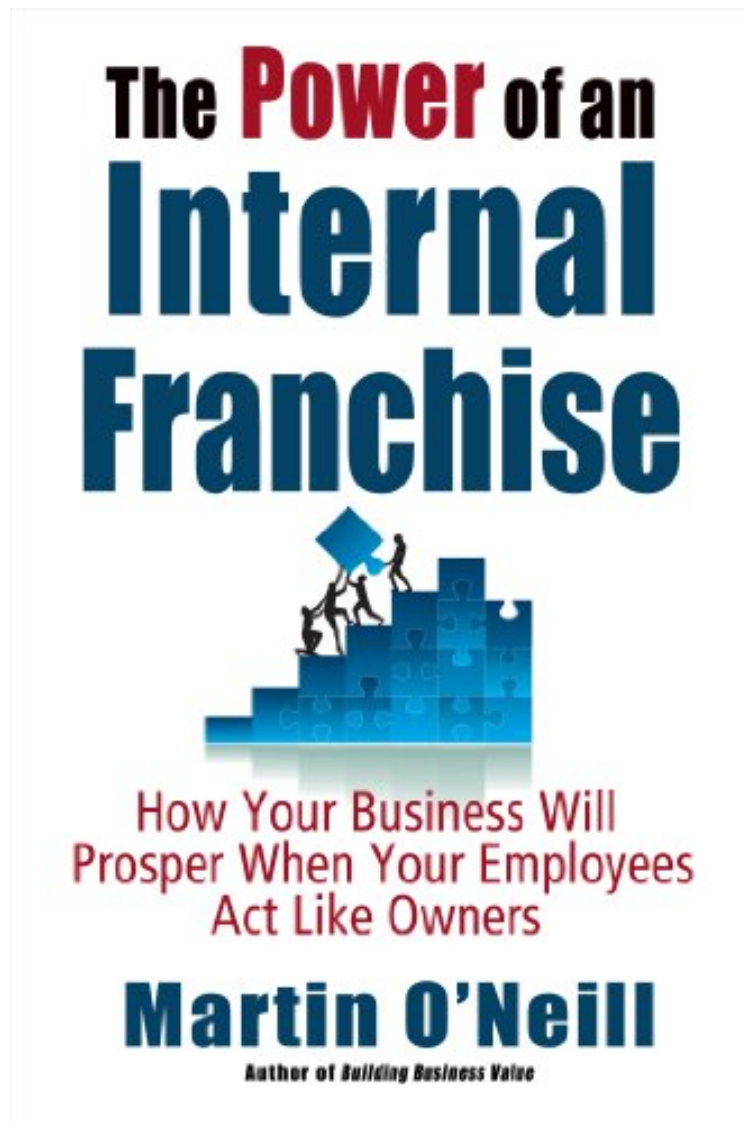


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The Power of an Internal Franchise: How Your Business Will Prosper When Your Employees Act Like Owners

Martin O'Neill

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external customers.0 of 0 people found the following review helpful. Marty continues to deliver on the right notes to drive business growth!By Greg BoucherWhat I genuinely like about Marty's book and his writing style (I have read several of his books), is that he incorporates real-life scenarios and interviews with real company CEOs in his quest to understand (and help his readers in the process) what really goes on in growing companies.In the Power of an Internal Franchise, Marty guides the reader through the development of leadership behavior tied to the types of rewards systems that make sense for the employee, not just the stuff that makes business (profit) sense, thus leading to the kinds of behavioral and cultural change that empowers employees to act like stakeholders. With empowered employees that are properly incentivized to act, an organization can become more nimble and work much more effectively through change and competitive pressures. Marty nails this one and shares the principals and examples of how to make this work in any company.0 of 0 people found the following review helpful. Share The Wealth and Watch It GrowBy Zane SafritThe Power of an Internal Franchise shows you, the reader, how to lead, engage, inspire and empower the members of your organization to embrace complete and total dedication to the success of their organization. Marty lays out the argument with data and case studies, profiles and analysis. Then takes it a step further to offer tips and how-torsquo;s to make that transition. What are you waiting on? Go buy the book.

Unlock the Entrepreneurial Spirit of Your Entire WorkforceWhat if all your employees clearly understood the purpose of your business and focused all their energies on making it successful? Imagine the possibilities if everyone in your organization started thinking and acting like an owner of the business.The Power of an Internal Franchise offers the tools and strategies to build an ownership culture, put it to work in your business, and share the rewards of ownership with everyone. You'll discover how to - Find and keep engaged and entrepreneurial employees - Brand your workplace and create a destination for employees - Define your company's operating model and then share it with your employees - Link employee behavior with business performance - Focus your entire organization on a business goal "The Power of an Internal Franchise gives leaders another set of tools to grow their business, build a more engaged workforce, and create an environment where people can become the best version of themselves." --Matthew Kelly, New York Times best-selling author of The Dream Manager"Marty O'Neill . . . guides readers through the process of creating the kind of culture that will attract great employees and allow them to become 'internal franchisees'--people who see the company's success as their own."--Erica Anderson, author of Being Strategic"Martin O'Neill provides the blueprint for leading employees and organizations to greatness, through empowering employees, establishing an ownership culture, and getting outstanding top and bottom line results."--Chris Hayes, Vistage Chair and Chairman, Revere Bank"A good road map and motivator to better utilization of our best asset--our employees."--David Turner, President, Woodmere China

The Power of an Internal Franchise is easy to read, succinct, and intereting. Martin O'Neill's book would be valuable to anyone in business. --Barrie Bergman, author of Nice Guys Finish FirstThe Power of an Internal Franchise gives leaders another set of tools to grow their business, build a more engaged workforce, and create an environment where people can become the best version of themselves. --Matthew Kelly, New York Times best-selling author of The Dream ManagerMarty O'Neill . . . guides readers through the process of creating the kind of culture that will attract great employees and allow them to become 'internal franchisees'--people who see the company's success as their own. --Erica Anderson, author of Being StrategicMartin O'Neill provides the blueprint for leading employees and organizations to greatness, through empowering employees, establishing an ownership culture, and getting outstanding top and bottom line results. --Chris Hayes, Vistage Chair and Chairman, Revere BankFrom the Back CoverYou'll discover how toFind and keep engaged and entrepreneurial employeesBrand your workplace and create a destination for employeesDefine your company's operating model and then share it with your employeesLink employee behavior with business performanceFocus your entire organization on a business goalAbout the AuthorMartin O'Neill runs Corsum Consulting, which focuses on one goal: helping companies build value. A frequent speaker and consultant on leadership, corporate culture, and building enterprise value, he is the author of Building Business Value and coauthor of Act Like an Owner.