

Embracing social media

Businesses are normally based on the concept of control but the new world order demands openness. Young people today are more like to gravitate towards companies that embrace social media as a way to build initial relationships. Companies that are not present and conversational could see their future leaders slipping by. *Open Leadership* looks at how companies can use social media technology to be “open” while, still maintaining control.

In the book, author Charlene Li explains how popular social media sites like *Facebook*, *Twitter*, *YouTube*, and *Jive* can improve efficiency, communication and decision making for leaders and their organisations. She does this through step-by-step instructions as well as illustrative case studies and examples from a wide range of industries and countries.

In one chapter, Li introduces readers to the idea of “crowd sourcing” and how it can be used to solve everyday problems. “Crowdsourcing” websites today create a marketplace for design, where clients can submit design requirements and designers submit their ideas. This innovative system enables the client to choose from potentially hundreds of options, but only the chosen designer gets paid. *Open Leadership* also offers guidelines, policies and procedures that successful companies have implemented to manage openness while ensuring that their business goals are still at the centre of it all.



At a Glance

Open Leadership: How social technology can transform the way you lead

Written by: Charlene Li

Published by: Jossey-Bass, A Wiley Imprint

Recommended price: \$38.50

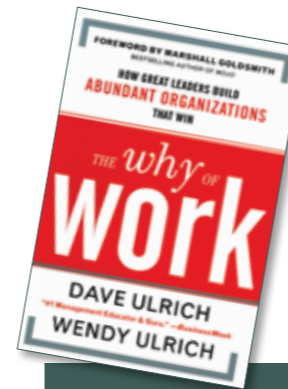
Employee engagement

Employees who find meaning in their work are more likely to be competent, committed and eager to make a contribution. This translates to a winning performance that is favorable to an organisation’s bottom line. However, employee engagement levels are currently at an all-time low in many organisations.

In *The Why of Work*, authors Dave and Wendy Ulrich examine the factors that drive employees to do their best. They introduce the concept of an abundant organisation. In this work setting, people want to work because they find meaning from it, and customers and investors want to connect because of the quality of employees. The book takes readers through seven questions that drive abundance.

In the chapter, *How Do I Build a Positive Work Environment*, the authors examine 10 attitudes that underlie an abundant work environment and what leaders can do to foster them. In one example, nurses who worked in a friendly environment that included safety, control, professional development, recognition and accountability were found to offer better care to patients.

The *Why of Work* also includes targeted checklists, questionnaires, and other useful tools to help organisations turn aspirations into action.



At a Glance

The Why of Work: How Great Leaders Build Abundant Organizations That Win

Written by: Dave Ulrich and Wendy Ulrich

Published by: McGraw Hill

Recommended price: \$38.50

No more excuses

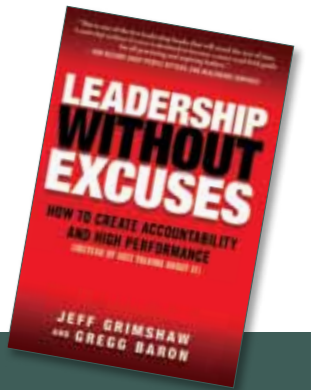
A lack of accountability can be detrimental to business. In every office, there are employees you would trust your life with and others you wouldn’t count on to feed your pet fish. *Leadership Without Excuses* looks at how managers can take control of the situation and launch a leadership programme that focuses on engaging employees, executing strategy, and managing ethics and liability.

Authors Jeff Grimshaw and Gregg Baron believe every organisation comes with three types of employees. The “Saints” are always accountable, whereas the “Sinners” never are. Luckily the majority of employees fall under the category of “Save-ables”: essentially people whose performance depends on the quality of their leaders. The authors teach managers how to reach out to this group and instill a sense of accountability. The secret is to communicate clear and credible expectations, create compelling consequences, and lead conversations grounded in reality.

Cypress Communications, one of the companies featured in the book, had sales staff showing up at meetings with fake forecasts in an attempt to appease executives. To turn things around, its CEO Steve Chilling asked his sales managers for a 30-day sales forecast and had them pledge that they have actually talked to each of those

prospects, validating that things are on track. This new system increased accountability and improved sales forecasts.

Managers no longer have to put up with excuses and shoddy work. *Leadership Without Excuses* aims to help them get their employees on track and on the road for success.



At a Glance

Leadership Without Excuses: How to Create Accountability and High-Performance (Instead of Just Talking About It)

Written by: Jeff Grimshaw and Gregg Baron

Published by: McGraw Hill

Recommended price: \$41.30



Employment Law Congress 2010

Looking to hire in China? Or fire in Vietnam? Or develop skills and talent elsewhere in the region? None of that can happen without a strong knowledge of the current legal regimes in each jurisdiction.

Employment laws in Singapore and around the region are constantly changing. In order for HR practitioners, in-house legal counsel and senior business professionals to stay informed, regular detailed updates are vital. Brought to you by both the *HRM Congress Series* and *Asian Legal Business magazine*, the third annual Employment Law Congress 2010 is a special two-day event for all those involved in managing a labour force.

Scheduled for next month, delegates will hear firsthand from a panel of employment law experts from throughout the region. They will receive specialist advice on the legal intricacies of hiring, firing and retaining workforces in Singapore, Australia, Indonesia, Malaysia (Day One), China, South Korea, the Philippines, and Vietnam (Day Two).

In addition to the practical know-how, delegates will enjoy real-life case studies from organisations that have traveled some of the most difficult roads in employment law. There are also priceless opportunities to network and brainstorm solutions with colleagues.

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