



Building a Magnetic Culture: How to Attract and Retain Top Talent to Create an Engaged, Productive Workforce

Kevin Sheridan

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Attract top talent and energize your workforce with a MAGNETIC CULTURE

“Sheridan outlines simple but powerful steps to take in creating and maintaining an organization that fosters an environment with similar attraction.”

—**Marshall Goldsmith, Ph.D., international bestselling author of *MOJO* and *What Got You Here Won't Get You There***

“A compelling case for and guide to the creation of a high engagement/high performance workforce.”

—**Douglas R. Conant, retired president and CEO, Campbell Soup Company; *New York Times* bestselling author of *TouchPoints***

“It’s impossible for any company to have a monopoly on talent. But it *is* possible to have the best culture. Sheridan shares insights and best practices for creating an engaging culture where associates can grow and thrive.”

—**Frits van Paassche n, president and CEO, Starwood Hotels & Resorts Worldwide, Inc.**

“A long time ago I discovered that when employees are passionate about their work, customers are passionate about the company. Kevin Sheridan knows that secret too. His insights on finding the right people and getting them engaged can change your culture forever.”

—**Quint Studer, founder of Studer Group, 2010 Malcolm Baldrige National Quality Award recipient**

“This book is filled with practical ideas, illuminating case stories, and fresh perspectives to stir employee engagement in any organization.”

—**Pamela Meyer, Ph.D., author of *From Workplace to Playspace: Innovating, Learning and Changing through Dynamic Engagement***

About the Book:

The perils of a disengaged workforce are well known—low productivity, high employee turnover, and failure to meet organization-wide goals. Less well known is what to do about it. How do you create a workforce that is always ready, able, and eager to take the organization to the next level?

You have to create a MAGNETIC CULTURE.

As CEO of leading employee survey and HR consulting firm HR Solutions, Inc., Kevin Sheridan knows how it’s done—and in *Building a Magnetic Culture*, he shares all his secrets.

Building a Magnetic Culture explains what engages and motivates employees and how to create an environment in which employees can thrive. Drawing on years of research and real-world examples from his consulting experience, Sheridan gives you the strategies and tactics you need to transform your company by creating and sustaining a Magnetic Culture.

Providing benchmarking and best practices, as well as interviews with executives and HR professionals at companies that boast the highest levels of employee engagement, Sheridan outlines an easy-to-follow plan that:

- Attracts the most talented people—and retains them
- Makes employees feel they are part of the value that their organization creates
- Increases Employee Engagement and drives productivity
- Boosts creativity and problem solving

According to HR Solutions' own employee survey results, actively engaged employees show four times more satisfaction in their work and are four times less likely to leave than disengaged employees are. Is there a reason *not* to make building a Magnetic Culture your top priority?

Simply put, organizations that place a high value on actively cultivating a culture of engagement stand apart from their competition and enjoy superior business results.

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