

Leadership with an Engagement Edge

Studies by leading organizations such as Gallup and Northwestern University show engaged employees are more productive and provide better customer service than their non engaged counterparts. Not surprising, engaged organizations outperform the competition. However, only 17% of the people surveyed describe themselves as engaged.

How do you engage people when there are many demands on you? What does it take to fully engage people in change? What challenges and ethics are involved? This keynote will explore these questions and more.



Dick Axelrod, M.B.A.

Dick Axelrod is a founder of, and principal in, The Axelrod Group, Inc. <http://www.axelrodgroup.com/> – a consulting firm that pioneered the use of employee involvement to effect large scale organizational change. Peter Block, bestselling author, lists Dick among the world's greatest designers of learning experiences.

Raised in Chicago, he received his bachelor's degree in industrial management from Purdue University, and his master's degree in business administration from the University of Chicago.

He now brings thirty years of consulting and teaching experience to his work, with clients including Boeing, British Airways, Coca-Cola, Harley-Davidson, and Hewlett Packard.

Dick is faculty in Columbia University's Professional Program in Organization Development, and the University of Chicago's Leadership Arts Program. He serves on the Board of Directors of Berrett-Koehler publishers.

He is the author of *Terms of Engagement: Changing the Way We Change Organizations* (Berrett-Koehler 2000), and co-author of *You Don't Have to Do It Alone: How to Involve Others to Get Things Done* (Berrett-Koehler 2004). His recent e-book is titled *How to Get People to Care about What You Find Important*.

Dick is married and has two adult children and two grandchildren. He is a long-suffering Chicago Cubs fan.