

Army of entrepreneurs: create an engaged and empowered workforce for exceptional business growth

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Abstrak

Imagine the benefits to be gained from a pool of employees who act as though they own the business: greater motivation, increased productivity, and a supercharged desire to succeed. As a young entrepreneur who turned a small PR business into a highly successful, international communications firm, Jennifer Prosek has experienced firsthand the power of instilling an 'owner's mind-set' in every employee. In "Army of Entrepreneurs", Prosek presents an easy-to-follow action plan any company large or small can use to build a workforce dedicated to generating new business, creating new products and services, and sustaining growth. Filled with inspiring examples, the book shows readers how to: motivate, train, and reward their employees; provide everyone from interns to executives with the skills and support they need; and refresh and evaluate the program over time for continuous results. Great businesses aren't built by a single leader or rainmaker. This book shows how to transform any workforce into a profit-generating army and reap the rewards.