

BOOKS

EMPLOYEE ENGAGEMENT

► By David Croston, Moonstone Media, 2008, US\$29, 167 pages.

David Croston has written a comprehensive, quality book on employee engagement and what we know as "internal branding" (the delivery of the brand promise).

Employee Engagement has helpful diagrams and flowcharts. There are very few references and only a couple of mentions of possible further reading. It features 60 pages of case studies from nine organizations that have achieved success with their people. While these are Australian, many will be familiar to overseas readers (e.g. KPMG, Vodafone, Unilever) and all are interesting.

This book expounds "the 'people-first' approach to building a business" and focuses on for-profit companies. It covers such concepts as: strategy, leadership, brand, customers, culture, team, alignment, retention, productivity, surveys, feedback, execution. It concludes with a section of 25 helpful hints and tips.

REGENERATION & CO-CREATION

► By Keith Humphrey, Core Context Consulting, 2008, US\$44, 162 pages.



Keith Humphrey is a 30-year change veteran who's consulted to leading organizations throughout Europe. His effort is an enlightened and thorough attempt to explain what complex organizational change really involves.

Regeneration & Co-Creation is almost a small coffee table hardback and features countless "images" to "add meaning" with "a dynamic mixture of narrative, signs, slogans, and signals", which visual readers will love. As a very personal explanation of what change is about, there are no references and no case studies. But there are many examples and opportunities to relate the content to your own organization or experience.

It's pitched at quite a high level and requires a good knowledge of organizational change. There are four big, beautifully written sections about: "regeneration and co-creation –

"BOTH BOOKS ARE HIGH-QUALITY, DETAILED, WELL-WRITTEN, 'HOW TO DO IT' GUIDES"

flourishing over time, paradoxical stakeholder needs – the power of &, regenerating sustainable culture – rejigging the jigsaw, and leading regeneration – commercial, social and ethical intelligence".

Both books are high-quality, self-published, detailed, well-written "how to do it" guides. Both stress the reality that changing organizations is a complex process that takes considerable understanding, time and effort, and involves the integration of multiple (and sometimes conflicting) factors. Both are successful because of the extremely valuable and extensive consulting experience of the authors. Both strongly recommended.

Rodney Gray

Employee Communication & Surveys
rodney@rodneygray.com.au

BLOGS & URLS

INTAKE

► <http://intake.insidedge.net/>



Intake is written by a group of communication consultants from Insidedge, based in the US and UK. The blog

discusses a wide range of issues that are affecting communication professionals today, including technology, the global economic crisis and layoffs, CSR issues and branding. The posts are topical, conversational, opinionated and authentic. On storytelling (yet another topic covered) one of the consultants, Dave Duschene, recalls a recent experience where the technique was initially met with reluctance by a client, but then transformed a business meeting into a

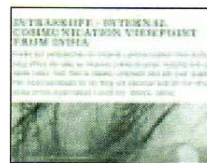
personal and meaningful experience for all those present. "Maybe you can't say, 'We told a dozen stories this quarter and our profitability rose 8 percent,'" says Duschene. "But tell a few stories in your organization, and I'm confident you will begin seeing people mimicking the positive and productive behavior that's personified in those stories." A regularly updated blog with ongoing insightful conversation, it's definitely one to add to your blogroll. **SH**

INTRASKOPE

► <http://intraskope.wordpress.com/>

This is one of the few blogs that offers true insight into how the internal communication function is evolving in India – the world's current hotspot for outsourcing and business. A recent post looks at the communication outlook in

India for 2009 and beyond. The author, Anisu, gives in-depth predictions for the



future of the function: "I foresee more emphasis from internal communicators on developing self-help models,

modules and resources for internal teams to help them get better at communicating downstream." On social media, he says: "While organizations in India struggle to understand the impact of social media, there will be risk management and marketing efforts to tap the presence of employees' behavior both online and offline." If you've any interest in India from a business or communication perspective, this is the blog to read. Anisu is an internal communication professional with over nine years' experience. He's based in Bangalore. **SH**