

Changing Employee Behavior

How to Drive Performance by Bringing out the Best in People

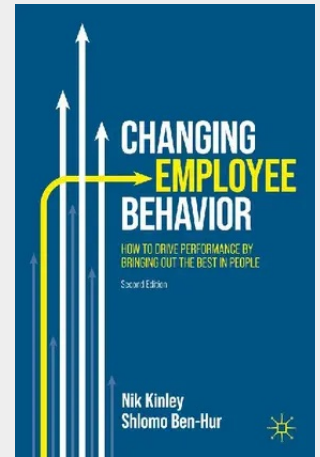
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This book changes that, revealing simple but powerful techniques for changing behavior that experts from a range of disciplines have been using for years. Drawing upon proven methods from psychology, psychotherapy, and behavioural economics, it presents a comprehensive toolkit that managers can use to improve the performance of staff and address some of the most common challenges they face.

With a new foreword and three new chapters, this revised edition expands on the original by showing how organisations and leaders have used the techniques presented in it, how these methods have become even more relevant in the post-pandemic world, and how it has been applied to the broader challenge of workplace culture change. Finally, supplementary videos add detail to this new content, with examples and explanations presented by the authors.

Videos via app: download the SN More Media app for free, scan a link with play button and access videos directly on your smartphone or tablet.

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