



The Why of Work: How Great Leaders Build Abundant Organizations That Win

Dave Ulrich, Marshall Goldsmith, Wendy Ulrich

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THE NEW YORK TIMES, WALL STREET JOURNAL, AND USA TODAY BESTSELLER!

ADVANCE PRAISE FOR THE WHY OF WORK:

"Principled, timely, and engaging, *The Why of Work* teaches that building a culture of abundance and common purpose is essential to organizational success."

--Stephen R. Covey, bestselling author of *7 Habits of Highly Effective People*

"Will have a major impact on how individuals shape their attitude to work, how organizations create abundant cultures, and how leaders turn personal meaning into public good."

--Jigmi Y. Thinley, Prime Minister of Bhutan

"*The Why of Work* shows a better, different way to build and lead organizations. It is an insightful guide to how leaders can infuse meaning into their organizations."

--Jeffrey Pfeffer, Professor, Stanford Graduate School of Business and author of *Power: Why Some People Have It--and Others Don't*

"This book brings the question 'why' to the place in which we spend most of our adult lives, giving us insightful tools to help make a meaningful difference in people's lives."

--Don Hall, Jr., president and CEO, Hallmark Cards, Inc.

"This is a must read for anyone who works, leads others at work, or works to build a supportive environment."

--Beverly Kaye, founder/CEO, Career Systems International, and coauthor of *Love 'Em or Lose 'Em: Getting Good People to Stay*

"*The Why of Work* opens the door to significant employee engagement. The alignment between company values and those of customers and communities can indeed give employees a sense of purpose while delivering great results to customers!"

--Paula S. Larson, Chief HR Officer, Invesys

"Blackstone has proved that finding superior leaders produces superior results. Dave Ulrich has brought this thinking to a new level at Blackstone. Every private equity investor and senior manager must read this book."

--James Quella, Senior Operating Partner, The Blackstone Group

According to studies, we all work for the same thing--and it's not just money. It's meaning. Through our work, we seek a sense of purpose, contribution, connection, value, and hope. Digging down to the meaning of work taps our resilience in hard times and our passion in good times. That's the simple but profound premise behind this groundbreaking book by renowned management expert Dave Ulrich and psychologist Wendy Ulrich. They've talked to thousands of people--from rank-and-file workers to clients and customers to top-level executives--and synthesized major disciplines to identify the "why" behind our most successful

experiences.

Using the model of the "abundant organization," they provide you with the "how" to create meaning and value in your own workplace. Learn how to:

Ask the seven questions that drive abundance Understand the needs of your customers and staff Personalize the work to motivate your employees Build and grow your business in any economy By following the Ulrichs' step-by-step guidelines, you will set off a chain reaction of positive and enduring effects. Employees who find meaning in their work are more competent, committed, and eager to contribute--and their contribution will result in increased customer commitment, which delivers a winning performance on the bottom line.

The Why of Work includes targeted checklists, questionnaires, and other useful tools to help you turn aspirations into action. Using the proven principles of abundance, you can coordinate your needs with those of your employers, your employees, and your customers--and create a vision that resonates for years to come. When you understand why we work, you know how to succeed.

The Why of Work: How Great Leaders Build Abundant Organizations That Win Details

Date : Published June 18th 2010 by McGraw-Hill Education (first published May 10th 2010)

ISBN : 9780071744249

Author : Dave Ulrich , Marshall Goldsmith , Wendy Ulrich

Format : ebook 304 pages

Genre : Business, Leadership, Nonfiction, Management, Romance, Historical Romance



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Pulkit says

<http://pulkitsreadinglist.blogspot.co...>

Thom says

Pretty good book.

Michelle says

Every c- suite executive, manager, and team lead should read & understand.

E says

getAbstract Book Review: The Why of Work

Dave and Wendy Ulrich's book about abundance is itself an example of abundance. Dave, a business writer, and Wendy, a psychologist, sweep you up in a tide of leadership ideas, processes, quotations and stories that hammer home a thesis so right and true you might mistake it for common sense: Workers who care about their jobs and understand why they work will exceed your expectations and break the boundaries of their job descriptions. They will better serve customers who, in turn, will bind themselves to the thoughtful firm that produced such an enlightened staff. If this sounds like the yellow brick road, the authors cobble together ample gold paving stones to build a solid path toward fulfilling your firm's potential. They explain how every person and organization can change for the good, while earning a profit. Along with positive psychology and happiness research, you will find useful grids, summaries and assessment tools to help you shift staid cultures and motivate stale staffers. Some of the advice is soft and general; the authors acknowledge that they skim the surface of various disciplines. Yet when the Ulrichs become specific about how to build relationships or cultivate creativity, they show you concretely how to nurture a firm where business results and human development work together. getAbstract recommends this book to executives, managers and human resources personnel who hope to serve their customers and the world through deeper service to their employees.

Read more about this book in the online summary:

<http://www.getabstract.com/summary/13...>

PeterBlackCoach says

A book that gets in to the meaning of work and how leaders can create abundant organisations with abundant individuals therein. It draws on the significant qualifications and experience of the authors as well as the material of others I have read such as Martin Seligman on Happiness, William Bridges on Transitions and Robert Eichinger and Michael Lombardo (Lominger combined) on competencies. It also relates some interesting lessons from historical figures and events such as President Abraham Lincoln (particularly his resilience and empathy) and Thomas Watson of IBM.

Walker Wright says

***1/2

Jay Connor says

Very few things are guaranteed in life ... but a recommendation from Marci Nickell is always worth pursuing. The Ulrichs were former clients of Marci's, as was I.

Their book, "The Way of Work," has application well beyond the corporation. Anyone trying to achieve something great knows that the starting point is to give meaning and value to that achievement. For it is the depth of meaning that correlates to the strength of resolve to accomplish the goal. Francis Ford Coppola is quoted as saying that the only difference between a good movie and a bad movie is when making a good movie, everyone is making the same movie. Its making has a shared meaning.

The Ulrichs ground their emphasis on individual meaning with Viktor Frankl -- "Man's Search for Meaning." They then transition us from the privation of a Nazi Death Camp to the contemporary vessel of shared meaning: the abundant organization. Their seven principles of abundant organizations serve as "assessments" and "how to" frames for the bulk of the book.

A powerful reminder -- even in the face of Google's possible straying -- that the best human organization is one dedicated to meaning and doing no evil.

Jess says

The Why of Work is a compelling look at adding meaning to any job. Working a career-building job myself, I enjoy the 'work' I do, but I do not like having a 'job'; not out of laziness or sloth or despising work, but working full-time is not what I want to do all my life. That said, I found many useful insights into helping me find more joy and meaning in my 'job,' even though I am not the direct audience of this book.

Grant says

First a confession that I HEARD this book on audio in my car. Having said that, listening to it could be excruciating. The "see chapter 7" and "as explained in list 2, 3 and four below" don't work, but also sounded like a recipe rather than a book. Like many books on business advice, this could have been a 10 page monograph rather than an 11 chapter book as it has to bring in 10 examples for every concept.

The subject and principles mostly ring true, but one or two examples seem so pat as to being made up for the book. I could never recommend an employee of my company read the whole book, but some sections of chapters would do well to read.

Kevin Eikenberry says

Human beings need meaning to be happiest and most productive. And while this has been known individually and collectively for a long time, leaders often struggle trying to help people – and entire organizations – capture, create or find meaning in their work.

The Why of WorkThat is the focus of this book written by a married couple – Dave, a professor of business, author and more, and Wendy, a practicing psychologist. This “marriage” brings a unique and valuable perspective to a book on an important topic.

- See more at: <http://blog.kevineikenberry.com/leade...>

Emily says

This had some interesting concepts and probably would have been more interesting to me if I liked business genre books. I tried to apply the principles to my family setting, but kind of a stretch.
