



Rekindling Commitment: How to Revitalize Yourself, Your Work, and Your Organization (Jossey-Bass Management)

Dennis T. Jaffe, Cynthia D. Scott, Glenn R. Tobe

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A shared commitment to success is ultimately the most important connection that ties us to our organizations. Yet the turmoil of corporate downsizing, mergers, and reorganization has left many feeling like costs to be controlled rather than valued contributors to our organization's future. Taking charge to rediscover and regenerate this frayed commitment is the greatest challenge we face in this era of continual change. Rekindling Commitment is your road map to becoming the CEO of your own job and a leader for organizational change. Arguing that the responsibility for renewing the vital bond of trust and commitment is far too important a task to be left to senior management, this book shows how you can secure your own future and the future of your organization - by responding actively, creatively, and effectively to the new demands of the organizations in flux. It demonstrates why now - more than ever we must take responsibility for becoming leaders of change rather than waiting for our organizations to take the first step. Dennis T. Jaffe, Cynthia D. Scott, and Glenn R. Tobe draw on their extensive consulting experience with corporate executives and managers of such leading organizations as IBM, Pacific Bell, General Mills, The Gap, National Semiconductor, and Estee Lauder to demonstrate how to create a new employee "empowerment" contract; define the values and vision that will guide you to a new sense of mastery in life and work; develop a committed, productive work-force across the organization; and invest in the future by designing work groups and systems that develop the new skills and capabilities required in yourself, in others, and in the organization.

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