



Creativeship: An Employee Engagement and Leadership Fable

Bob Kelleher, Elizabeth Eden Batchelder

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Author, speaker, and thought leader Bob Kelleher tackles corporate malaise in this thought-provoking narrative, which follows newly retired management consultant Joe Daniels in an exploration of what's missing in business today. In reflecting on his career and interacting with his now-grown children, Joe comes to recognize that strong leadership and employee satisfaction alone will no longer be key to a healthy, sustainable business. In this era of instant global communication, dramatic shifts in global workforce demographics, and the speed of change, organizations must focus and invest in on six interrelated ingredients **(Purpose, Employee Engagement, High Performance, Innovation, Tri-Branding, and Global Growth)**. Those that don't, cannot expect to thrive. Complete with extensive resources to help organizations of any size or specialty begin their own journey, Creativeship is a must-read for all current and evolving leaders.

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