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The more irresistible you are as a leader, the more pull you have for employees to want to stay and for your customers to remain loyal. In The Magnetic Leader, Roberta Matuson asks us to consider that the quality of a company's leadership is the most important factor in attracting and retaining high-quality employees.

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The Magnetic Leader: How Irresistible Leaders Attract ...

The magnetic leader : how irresistible leaders attract employees, customers, and profits. [Roberta Chinsky Matuson] -- "Employees don't work for companies; they work for people. The more irresistible you are as a leader, the more pull you have for employees to want to stay and for your customers to remain loyal.

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Employees don't work for companies; they work for people. The more irresistible you are as a leader, the more pull you have for employees to want to stay and for your customers to remain loyal. In *The Magnetic Leader*, Roberta Matuson asks us to consider that the quality of a company's leadership is the most important factor in attracting and retaining high-quality employees. Matuson has spent 20 years helping organizations achieve both market leadership and dynamic growth by maximizing the talent they already have, in addition to creating a magnetic environment that attracts high-caliber new hires. Many are searching for a magical formula, but the fact is that the answer lies inside businesses' organizations. Instead of offering crazy perks, companies need to focus on the one perk they can't get anywhere else, which is the opportunity to work with a truly magnetic leader. *The Magnetic Leader* aids readers in transforming their leadership style from push to pull, repel to attract, dismal to good, and then good to great. They'll become magnetic leaders who attract the cream of the crop and ultimately create legions of loyal, talented superstars eager to beat the competition.

The competition wants your customers AND your best people. Learn the new rules for attracting top talent and getting them to stick around. *Talent Magnetism* offers straightforward, easy-to-apply techniques that help managers navigate the challenges of attracting and keeping talent to foster innovation and fuel growth. Roberta Matuson, bestselling author of *Suddenly in Charge* and award-winning management consultant, shows you how with:

- * Fresh techniques and creative ways to build an organization with talent magnetism, where top talent is pulled in with minimal effort on the employer's part.
- * Proven methods which focus on what today's post-recession workers value most. Hint: It isn't what you think!
- * Case studies of organizations that have achieved "magnetic" status without Toyotasized budgets.
- * Rules of Attraction: recommendations to propel you forward at warp speed.

Drawing on real-life case studies and examples, Matuson demonstrates the new rules of workplace attraction and retention, helping you and your organization develop irresistible talent magnetism.

New 2nd edition is now available. As companies reorganize and reengineer, thousands of people are finding themselves tossed into management every day. "You may go to bed as a member of the team and wake up to find yourself suddenly in charge," says Matuson. The key to success is managing effectively both up and down the line of organization-this first edition of *Suddenly in Charge* provides a unique approach with two books in one: read it in one direction and you'll find all the tips and tools you need to manage down, establishing credibility with your team and leading in a way that both builds rapport and garners respect. Flip the book over and you'll find success strategies for managing up, interacting successfully with your bosses and developing strong relationships. In the *Managing Up* side of the this book, you will learn how to manage your relationships and responsibilities as an employee, including how to understand the boss's style of management; deal with dictatorial, indecisive or otherwise difficult bosses; promote yourself; ask for raises; and know when it's time to leave a position. With key learning points, real-life examples and proved strategies for effective communication, *Managing Up* helps you navigate the world of office politics while staying true to yourself. The key to success is managing effectively both up and down the line of organization. In the *Managing Down* side of this book, you will learn how to manage your relationships and responsibilities as a boss, including how to stay sane during conflicts, evaluate performance, and

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make the hiring and firing process easier and more mutually beneficial. With key learning points, real-life examples and proven strategies for effective communication, *Managing Down* helps you clearly define your new role and cultivate an environment of engaged, motivated employees.

This book will forever change the way you think about church! The statistics are clear: The American church is in decline. People are leaving in astounding numbers, with no sign of a turnaround. And despite church leaders' best efforts to stem the tide, more than 80 percent of people are finding something better to do on Sunday mornings. Why? Is there hope for the future of the church? In this groundbreaking new book, Thom and Joani Schultz expose the church practices that are driving people away and thwarting spiritual growth. Yet they also reveal what can bring them back—the four keys to reaching the “unchurched” and the “dechurched.” The bad news? Your church is probably missing the mark when it comes to the core of Christianity. The good news? There's hope. Lots of it. The truth may surprise you...but it can also transform your ministry into something truly irresistible.

Employees don't work for companies; they work for people. The more irresistible you are as a leader, the more pull you have for employees to want to stay and for your customers to remain loyal. In *The Magnetic Leader*, Roberta Matuson asks us to consider that the quality of a company's leadership is the most important factor in attracting and retaining high-quality employees. Matuson has spent 20 years helping organizations achieve both market leadership and dynamic growth by maximizing the talent they already have, in addition to creating a magnetic environment that attracts high-caliber new hires. Many are searching for a magical formula, but the fact is that the answer lies inside businesses' organizations. Instead of offering crazy perks, companies need to focus on the one perk they can't get anywhere else, which is the opportunity to work with a truly magnetic leader. *The Magnetic Leader* aids readers in transforming their leadership style from push to pull, repel to attract, dismal to good, and then good to great. They'll become magnetic leaders who attract the cream of the crop and ultimately create legions of loyal, talented superstars eager to beat the competition.

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Living as an Ordinary Radical Many of us find ourselves caught somewhere between unbelieving activists and inactive believers. We can write a check to feed starving children or hold signs in the streets and feel like we've made a difference without ever encountering the faces of the suffering masses. In this book, Shane Claiborne describes an authentic faith rooted in belief, action, and love, inviting us into a movement of the Spirit that begins inside each of us and extends into a broken world. Shane's faith led him to dress the wounds of lepers with Mother Teresa, visit families in Iraq amidst bombings, and dump \$10,000 in coins and bills on Wall Street to redistribute wealth. Shane lives out this revolution each day in his local neighborhood, an impoverished community in North Philadelphia, by living among the homeless, helping local kids with homework, and "practicing resurrection" in the forgotten places of our world. Shane's message will comfort the

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disturbed, and disturb the comfortable . . . but will also invite us into an irresistible revolution. His is a vision for ordinary radicals ready to change the world with little acts of love.

"This book will show you how any company can attract, find, and keep employees for the long-term. What many organization leaders fail to understand is that you can't simply transplant a competitor's talent strategy and achieve the same results-conditions are different. A company that takes the time to examine its own environment, select talent accordingly, and nurture its people will prevail, regardless of economic conditions"--

One day Sophie comes home from school to find two questions in her mail: "Who are you?" and "Where does the world come from?" Before she knows it she is enrolled in a correspondence course with a mysterious philosopher. Thus begins Jostein Gaarder's unique novel, which is not only a mystery, but also a complete and entertaining history of philosophy.

This book is for anyone on the pointy part of the organizational pyramid, whatever your title is. The Successful New CEO is organized into four parts: Becoming an Executive: Leaders can only lead out of who they are. How do you become the kind of person who successfully and gracefully inhabits this role? Seven Essential Executive Skills: The skills that earned you the role may not be what you need in that role. What are the critical leadership skills that become even more important as a CEO? Leading Your Leadership Team: CEOs head up leadership teams. How do you lead a confident, capable leader? How do you build a team out of leaders? First Things: Where do you start? How do you quickly build credibility and engagement? What is too fast or too slow? The Successful New CEO will help you quickly gain the confidence of others, successfully address the inevitable issues you will discover, score early wins, and set the course for a fruitful future.

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