



Make It Matter: How Managers Can Motivate by Creating Meaning

Scott Mautz

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The startling truth is that 70% of the workforce is disengaged - their bodies may put in long hours, but their hearts and minds never punch in. You may even be one of those that's searching for ways to make work really work for you. This is a terrible dilemma for organizations trying to motivate employees to do more with less. So how to motivate the disengaged, and further engage the engaged? It's not pay, perks, or promotions.

The answer is to foster meaning at work, that is, give work a greater sense of personal significance, and thus, make work matter.

Make It Matter is the antidote to crisis levels of disengagement and the first ever book that serves as a practical, yet inspiring How To guide for motivating by creating meaning - *the* motivational tour de force of our times. Distilling reams of research, case studies, stories, and interviews with managers at great companies to work for, the author unveils 7 essential Markers of Meaning that can be triggered to create meaning *in* and *at* work. You'll get dozens of tools and learn about the power of:

*Direction - Reframe work to add meaning and motivation, and help people find a sense of significance and purpose in what they do

*Discovery - Craft the richest kind of opportunities to learn, grow, and influence, while helping people feel valued and valuable

*Devotion - Cultivate an authentic, caring culture, master meaning-making leadership behaviors, and drive out corrosive behaviors that can unknowingly drain meaning at work

Find out why the #1 bestselling author in the world (and ex CEO) James Patterson raves about *Make It Matter* and why Soundview BusinessBooks has named it a "Book to Watch" in 2015.

When people feel that they matter, they give their all. Channel that power and everyone profits.

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