



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

Dave Ulrich, 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.

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Charles Whittaker:

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