



Handle With CARE: Motivating and Retaining Employees

Barbara Glanz

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A PAPERBACK ORIGINAL

Frontline techniques and strategies for making employees feel appreciated and improving their performance at every level

Internationally known motivational author and speaker Barbara Glanz provides managers and supervisors with innovative techniques for engaging, developing, and motivating employees. Glanz outlines a framework based on the CARE model: Creative Communication, Atmosphere and Appreciation for all, Respect and Reason for being, Empathy and Enthusiasm for understanding what employees really want from managers. The book is based on research with 1,200 employees at dozens of organizations and includes hundreds of practical ways managers can motivate employees to peak performance while creating an organizational culture that is supportive instead of cutthroat, enjoyable instead of intimidating, and profitable on every level.

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