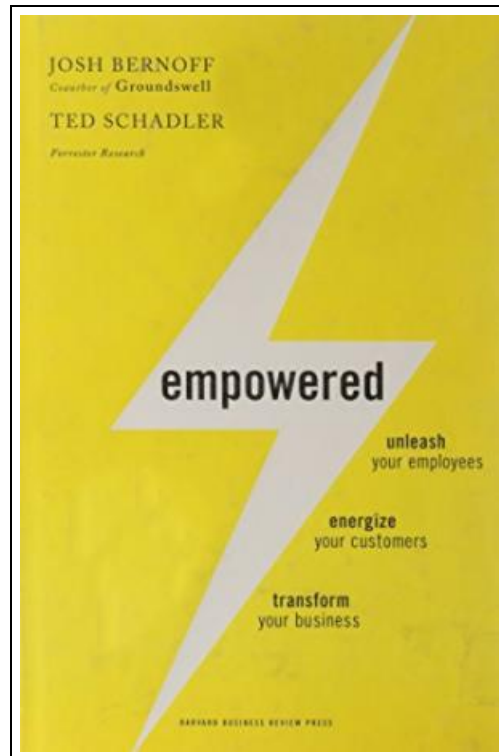


## Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business



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Harvard Business Review Press. Hardback. Book Condition: new. BRAND NEW, Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business, Josh Bernoff, Ted Schadler, Is Your Company EMPOWERED for Success? You know it's happening within your organization. Your people, armed with cheap, accessible technology, are connecting with customers and building innovative new solutions. But who are these creative problem-solvers? How can you be one? And just as important--how can you lead them? We call them HEROes: highly empowered and resourceful operatives. Your company needs them because in the age of Twitter, iPhones, Facebook, YouTube, and an ever-evolving torrent of Web information, your customers now step up to the counter armed with more data and access than ever before, and in many cases, your company is overmatched. In Empowered, Forrester's Josh Bernoff--coauthor of the pioneering book Groundswell--and Ted Schadler explain how to transform your company by unleashing the mighty force of these HEROes. Like John Bernier and Ben Hedrington at Best Buy, who built an army of 2,500 tweeting employees to reach out to customers online. Or Ross Inglis, who tapped into Internet computing resources to open an entirely new customer channel for Thomson Reuters. Or John Stadick, who equipped 600 sales staff with iPhones and boosted profits at his construction rental company. The truth is, one in three of your information workers already use easily accessible technologies that your company does not sanction. Empowered gives you a prescription for embracing this covert innovation. At the heart of a HERO-powered business is a new pact between these critical employees, company managers, and the IT department: HEROes build new solutions to meet customer needs, management sets clear rules while encouraging more experimentation, and IT expands its role to both support and secure these business solutions. Fueled by data from Forrester Research,...



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