



Hidden Drivers of Success: Leveraging Employee Insights for Strategic Advantage

William A. Schiemann PhD, Jerry H. Seibert, Brian S. Morgan PhD

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A framework for HR managers and business leaders to identify and extract crucial information to lead their enterprise, business unit, or department to success, this book demonstrates how various measures—with a particular emphasis on surveys—can be reinvented to serve today's strategic and operational needs. This reference lays out why real-time actionable information is critical to every organization today and why employees are one of the best sources of that information. With examples of how the best firms have learned to harness the most important facts and to let go of extraneous data that bogs down and distracts decision-makers, this record's ultimate goal is to expand thinking around how to use the richness of the available information for the strategic benefit of the organization. In short, this is a book about managing organizational value—how to define it, how to measure it, and how to grow it.

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