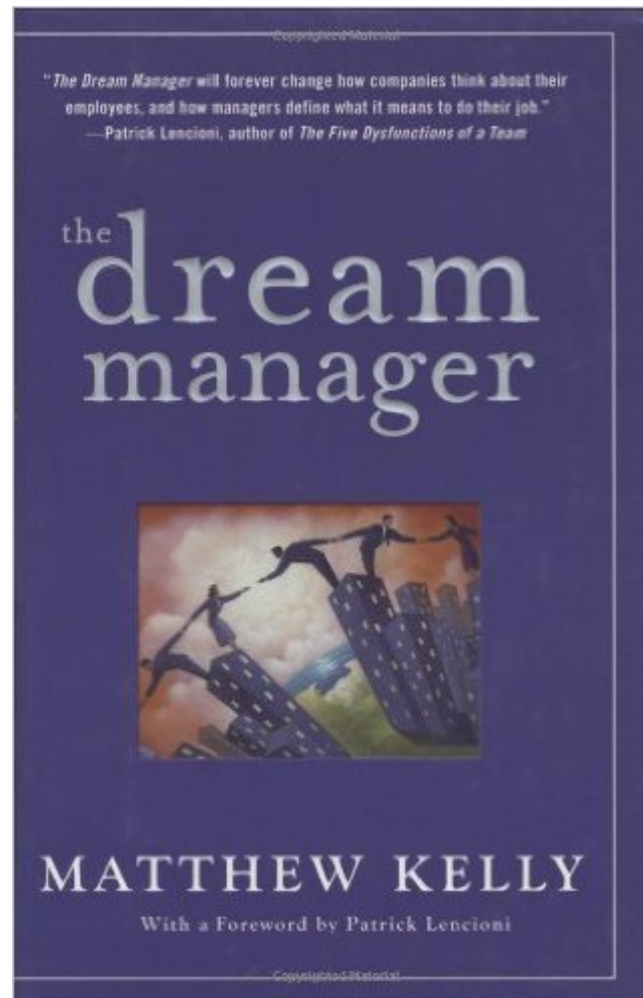


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# The Dream Manager



## Synopsis

A business parable about how companies can achieve remarkable results by helping their employees fulfill their dreams. Managing people is difficult. With disengagement and turnover on the rise, many managers are scratching their heads wondering what to do. It's not that we don't dream of being great managers, it's just that we haven't found a practical and efficient way to do it. Until now . . . The fictional company in this remarkable book is grappling with real problems of high turnover and low morale -- so the managers begin to investigate what really drives the employees. What they discover is that the key to motivation isn't necessarily the promise of a bigger paycheck or title, but rather the fulfillment of crucial personal dreams. They also learned that people at every level need to be offered specific kinds of help and encouragement -- or our dreams will forever remain just dreams as we grow dissatisfied with our lives and jobs. Beginning with his important thought that a company can only become the-best-version-of-itself to the extent that its employees are becoming better-versions-of-themselves, Matthew Kelly explores the connection between the dreams we are chasing personally and the way we all engage at work. Tackling head-on the growing problem of employee disengagement, Kelly explores the dynamic collaboration that is unleashed when people work together to achieve company objectives and personal dreams. The power of *The Dream Manager* is that simply becoming aware of the concept will change the way you manage and relate to people instantly and forever. What's your dream?

## Book Information

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## Customer Reviews

In "The Dream Manager," author Matthew Kelly departs from earlier best-selling books ("The Rhythm of Life, Perfectly Yourself, Call to Joy, Seven Levels of Intimacy") where he focused on improving "self" and provides, through a fable, an innovative way to improve the life of "the other." While the book is centered on the workplace and potential improvements in productivity and profitability, the concept Kelly outlines can reap great returns when applied to people outside of work as well. Kelly builds on the concept of connection (See Michael Stallard's "Fired Up or Burned Out) to meet basic human psychological needs for respect, recognition, belonging, autonomy, personal growth, and meaning. The connector is the Dream Manager who connects the employees' now to their dreams and a better tomorrow. The fable Kelly tells is based on a true story in which a janitorial services company had a chronic annual turnover rate of 400%. The fictional General Manager, Simon, is frustrated since he is operating more as a full-time "lead recruiter" rather than GM. After numerous unsuccessful studies to define the problem, Simon's senior assistant suggests they learn what the employee's dreams are then find a way "to connect their job today with their dreams for tomorrow." Making money without a dream to fulfill is pointless and obscene. "Life is about living our dreams." The company goes on to implement "The Dream Manager" program (the program's implementation and evolution is described in detail). The program results in improved morale and loyalty, and a drop in the annual turnover rate to 12% while gross revenue tripled. The number of employees grew only to 743 from 407 (less than 200%) during the same period.

Matthew Kelly writes like he speaks - with power, clarity, and focus. I should know because I've shared the platform with him, and I've read every one of his books. In this latest book he tells the story of Simon Roberts, general manager of Admiralty Janitorial Services. Recruited to run the company by Greg, the entrepreneurial founder, Simon finds he spends more time recruiting than anything else. With 400% annual turnover, a little over average for the industry, the company is a revolving door. And turnover costs-big time. Simon convinces Greg to go back to the basics and ask employees what they want and need, even though the executive team believes they have answer: more money. And it turns out they are wrong. By really listening to employees and finding innovative solutions that appear to cost, but really pay back-and pay back big time, Simon finds the real key to employee satisfaction, full engagement, and reduced turnover, as well as profitability. For example, running employee shuttles to help people get to their jobs because many don't have cars, and the buses don't operate on the schedules when they clean buildings. Ultimately, this is where the Dream Manager comes in-someone who asks people what their dreams are and then helps them to create plans to reach them. Simon and Greg, together with the executive team and the Dream Manager,

show the employees that the company is committed to helping them achieve their dreams-and the employees respond with increased performance, lower turnover, fewer sick days, and greater productivity.Kelly helps the reader realize the importance of motive in making the concept of a Dream Manager work. Though the story is fiction, the facts quoted are alive and well in every industry.

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