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El gerente de sueños (Narrativa empresarial) (Spanish Edition)

Matthew Kelly

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La falta de motivación es uno de los mayores problemas del mundo laboral pero, hasta ahora, nadie había propuesto una solución tan sencilla como revolucionaria para frenar los preocupantes índices de rotación de personal que afectan a todos los sectores.

Si el objetivo de toda empresa es superarse a sí misma, ¿por qué no ofrecer esa misma oportunidad a todos nuestros empleados? Podemos averiguar cuáles son sus metas en la vida y, lo más importante, podemos ayudarles a conseguirlas.

Los incentivos económicos no siempre sirven para combatir el desencanto. En cambio, todos tenemos algún sueño que nos gustaría ver realizado. Si asesoramos a los miembros de nuestro equipo en su búsqueda, ya sea en un ámbito material, creativo o emocional, el resultado será un lazo duradero y beneficioso para ambas partes. Un vínculo que sólo se consigue gracias a una fuerza invisible pero poderosa: los sueños.

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