

**FOR IMMEDIATE RELEASE**  
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**WE**  
**How to Increase Performance and Profits Through Full Engagement**

*"Karsan and Kruse offer compelling research and detailed advice that will enable leaders at all levels to step-up the emotional commitment they need."*

**–Doug Conant, CEO, Campbell Soup Company**

PHILADELPHIA, PA — January 1, 2010 — We live in a new era where work and life are blended as opposed to balanced, entitlements are a thing of the past, and job satisfaction is at a record low. This is a crisis for individuals because negative emotions at work spill over to our personal lives and cross over to those around us. Research shows that disengaged employees weigh five pounds more, have an elevated risk of heart attack, experience less marital intimacy and have children who are more likely to misbehave at school. For businesses, disengaged employees lead to lower levels of productivity and service and it's been shown that companies with disengaged workers have five times lower shareholder returns than those companies with the most engaged workers.

In ***WE: How to Increase Performance and Profits Through Full Engagement*** (WILEY, Hardcover, January 2011; \$24.95; ISBN: 978-0-47076743-6), authors Rudy Karsan and Kevin Kruse dig deep to reveal the nature of work in the modern organization and share secrets to achieving emotional buy-in and commitment at work. Based on findings from over 10 million worker surveys in 150 countries, and on their own experience as award-winning leaders of fast-growing companies, Karsan and Kruse highlight the three most common factors that drive engagement:

1. **Growth:** We need to feel that we are advancing in our careers or are learning new things.
2. **Recognition:** We need to feel appreciated and believe that our ideas count.

3. **Trust:** We need to trust our senior leaders and feel confident about the future.

We also includes the Kenexa Individual Archetype Profile, a unique profiler that reveals which historical archetype—Caregiver, Ruler, Creator, Innocent, Sage, Explorer, Revolutionary, Magician, Hero, Lover, Jester, Everyperson —best fits the reader’s personality and preferred work culture.

Based on vast global research and made accessible through anecdotes, interactive exercises, and online videos, Karsan and Kruse make their advice actionable for immediate personal and organizational growth.

### **ADVANCED PRAISE FOR *WE***

“If you think smoking kills, then you should know that having a bad job is just as lethal (literally) to both the employee and the company. What Rudy and Kevin understand is that both the employee and their leadership have dual roles in fixing this toxic situation – and they outline in detail the three drivers needed to create an engaged workplace, based on their experience and research from over 10 million people.”

–Verne Harnish, CEO, Gazelles Inc. and author of *The Rockefeller Habits*

“Karsan and Kruse show the power of having engaged employees for business success and provide practical guidance for how to achieve it.”

–Peter Cappelli, PhD, The Wharton School and author of *The India Way*

“In my years as a business journalist I've interviewed, spent time with and learned from hundreds of executives. Rudy Karsan's insights into career growth, employee engagement and leadership have stood out. This book is a must read.”

–Ali Velshi, CNN Anchor & Chief Business Correspondent

“During these challenging times, Karsan and Kruse remind us that successful businesses are built by dedicated workers. *We: The Power of a Fully Engaged Workforce* should be read by everyone interested in building high performing teams.”

–Congressman Patrick Murphy, author *Taking the Hill*

### **ABOUT THE AUTHORS**

RUDY KARSAN is Cofounder, Chairman and CEO of Kenexa ([www.Kenexa.com](http://www.Kenexa.com)), a global provider of business solutions for human resources. Kenexa studies human behavior and team dynamics in the workplace, and through software solutions, content and services helps

organizations improve business outcomes through human resources. With offices in 20 countries and more than 2000 employees, Kenexa's products and services have touched the lives of more than 150 million people globally. Under Rudy's leadership, Kenexa has received multiple awards of recognition including Forbes Fastest Growing Technology Companies, Deloitte Technology Fast 500 and Software Magazine's Annual Software 500. Rudy attributes his personal success to the unconditional support of his family, which he considers his greatest achievement.

KEVIN KRUSE ([www.KevinKruse.com](http://www.KevinKruse.com)) is a serial entrepreneur, CEO of Krū Research, and co-founder of the e-Patient Connections conference. He lectures to organizations around the world on business excellence and the new world of work. He lives with his family in Bucks County, PA.

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