

FOR IMMEDIATE RELEASE

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**BRING WORK TO LIFE
BY BRINGING LIFE TO WORK:
*A Guide for Leaders and Organizations***

By Tracy Brower, PhD

As demands at work and at home increase, the lines between work and home become progressively blurred. Organizational effectiveness expert Tracy Brower, PhD has found that providing work-life support is integral to keeping employees engaged and to driving business outcomes. .

In her new book, **BRING WORK TO LIFE BY BRINGING LIFE TO WORK: A Guide for Leaders and Organizations (Bibliomotion, Inc.; hardcover; September 23, 2014)**, Brower shows that when leaders and organizations support employees by creating the conditions for a happy and satisfying home and work life, the investment will pay significant dividends in employee engagement, satisfaction, productivity, attraction and retention, and overall business results.

As the Director of Performance Environments + Living Office Placemaking at Herman Miller, Inc., Brower puts these practices from her book to work to prove how work-life supports are good for employees and organizations alike.

How work-life supports are good for business:

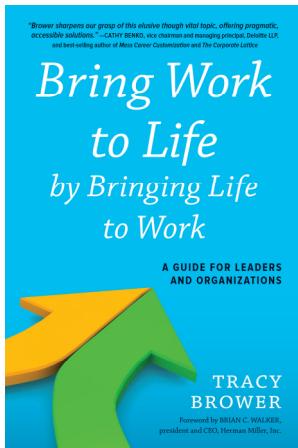
- **Purpose:** It is important for leaders to give employees a keen sense of responsibility and accountability, while providing a deep understanding of the organization's greater purpose in the world.
- **Cost savings:** By giving employees work flexibility and allowing them to work from home, employers can save up to \$100,000 per employee in facility costs because they save the expenses of maintaining an office for that person on-site.
- **Retention:** Work-life supports and flexibility are critical in attracting and retaining top talent. Leaders and organizations are recognizing that employees worth hiring have raised the bar in terms of their expectations of the organization. In general, turnover costs three times an employee's salary.

How work-life supports are good for employees:

- **Reciprocity:** The most powerful reciprocity comes from a combination of emotional and cognitive experiences. Leaders win the hearts of their employees by offering care and concern. They win their minds with policies that allow them to manage multiple demands in their lives. Both work together to engender a higher level of commitment and engagement.
- **Neuroscience:** When employees are empowered to face challenges and take ownership with a sense of purpose, they will experience more engagement as well as commitment, allowing employees to focus at work and decompress at home. This is the signature of a highly engaged employee.
- **Behavior:** Providing work-life supports sends a message to employees that the company cares about them as individuals. Employees will “go the extra mile” and invest their discretionary time when they believe the company has a stake in their personal wellbeing.

Using examples and real-life stories, **BRING WORK TO LIFE BY BRINGING LIFE TO WORK** provides a multitude of work-life support options, from personal leave and paid-sabbaticals to on-site daycare, educational reimbursement, and leadership practices. Brower shows employers how they can successfully align and implement work-life supports into their company culture, build the business case, and manage the change. Brower effectively demonstrates how work-life supports are critical for employees to meet all the commitments in their work and lives and for employers to accomplish business results.

About the Book



BRING WORK TO LIFE BY BRINGING LIFE TO WORK: A Guide for Leaders and Organizations

Author: Tracy Brower, PhD

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About the Author

Tracy Brower, PhD, MM, MCR is an expert in organizational effectiveness and the sociology of work: how people impact their work-life, and how their work-life affects them. She has worked with hundreds of organizations over her career, as senior advisor to a who's who list of companies and the executives who run them.

Dr. Brower is the Global Vice President of Workplace Vitality for Mars Drinks. She holds a PhD in sociology, a Master's of Management, as well as a Master's of Corporate Real Estate. Brower's career includes experience in a wide range of industries, non-profits, higher education institutions, and healthcare organizations. Her expertise spans HR, OD, real estate/facilities, workplace, change management, organizational culture, TPS, and organizational effectiveness.

Brower has written for *Area Development*, The Drucker Institute Blog, *The Leader*, *HR Executive*, *Inside HR*, and more. She has been quoted in *The Wall Street Journal*, *Green Source*, *StoryCorps*, *Fortune.com*, *Forbes.com*, and others.

Praise for BRING WORK TO LIFE

“This book captures one of the most important challenges facing companies today. No matter the size of the company, the engagement of the employee base is critical to success. Tracy Brower expertly explores how leaders can look at all aspects of the work/life conundrum and how they can create solutions that have great impact on people, the workplace, and the ultimate positive return that can be produced. This should be recommended reading for anyone who is truly interested in having an engaged employee population.” —**Lisa Brummel**, chief people officer, Microsoft

“As the industrial corporate ladder gives way to a digital-age lattice, resetting the career-life fit agenda is essential. Brower sharpens our grasp of this elusive though vital topic, offering pragmatic, accessible solutions.” —**Cathy Benko**, vice chairman and managing principal, Deloitte LLP, and best-selling author of *Mass Career Customization* and *The Corporate Lattice*

“Tracy Brower asks us the most important question we can imagine about our work: Can our work be brought to life? The simple answer, of course, is yes, and we do it by bringing our life to work and honoring both. But simple is never easy. Know that by applying the lessons in her book, you are contemplating one of the most arduous journeys, and perhaps the most rewarding.” —**Richard Sheridan**, CEO and chief storyteller, Menlo Innovations, and author of *Joy, Inc.: How We Built a Workplace People Love*

“Brower has nailed it with very clear ideas, compelling stories, and a wonderful combination of theory, research, and practice. Brower brings together unique knowledge and experience for great impact. This is a must-read.” —**Xavier Unkovic**, global president, Mars Drinks

“Everyone experiences blurring boundaries of work and life. Brower cleverly and clearly shows that integration of work and life through abundance, alignment, and adaptation will be good for people, organizations, and communities. Her ideas are fresh and recommendations grounded. Her work helps leaders lead, architects design, and employees work in the integrated organization of the future.” —**Dave Ulrich**, PhD, professor, Ross School of Business, University of Michigan, member of the board of directors of Herman Miller Inc., and author of eighteen books on human resources

“This is the next great advance in management: work-life integration. Tracy Brower’s powerful insights provide a clear and implementable guide managers can use to put employees first and improve organizational performance.” —**Paul J. Zak**, author of *The Moral Molecule: The Source of Love and Prosperity*

“Tracy Brower’s new book is a *tour de force* of inspiring, yet practical ideas for bringing humanity to your workplace. It is guaranteed to make you rethink the way that life and work can be integrated. Hint: If you are a CEO or HR leader, you ignore this book at your peril! You probably won’t survive the decade without adding these ideas to your repertoire.” —**Dan Denison**, PhD, professor of organization and management, IMD Business School, Lausanne, Switzerland, and co-author of *Leading Culture Change in Global Organizations*

“Tracy has an amazing wealth of knowledge and experience that she has captured and synthesized into a highly readable and thought provoking book. This is not just another book that inspires you but leaves you wondering how to apply what you have learned. It is the perfect blend of theory and practical strategies to help you cope with the changing world of work.” — **Cynthia Kay**, author of *Small Business for Big Thinkers: Unconventional Strategies to Connect With and Win Big Business*, and owner of Cynthia Kay and Company

“Tracy has the rare ability to deliver profound uncommon sense in an increasingly hectic world full of supposed quick fixes and silver bullets. We don’t so much have a work life and a personal life . . . we have a life. And Tracy clearly shows how to add as much value to our lives and by extension, the lives of the people we’re fortunate to work with. Tracy’s book should be required reading for everyone entering the business world.” —**Kevin Knebl**, international speaker, author, trainer, and coach

“Tracy has provided a clear roadmap and makes the business case for a new way of managing that will help leaders bring a more civilized environment to the workplace. Her book isn’t just a philosophical treatise on today’s work-life demands, but is based on extensive research with hundreds of executives. In the clutter of new wave business books, this is one to read and use.”

—**Karen Bates Kress**, president, Yellowstone Park Foundation

“Work-life integration and time poverty are global challenges. Brower’s clear ideas and compelling stories provide both direction and inspiration for companies across the globe. Her pragmatic recommendations allow you to tap into energy, enthusiasm, and abundance to transform your organization and drive performance. This is a pioneering book that delivers.” — **K. H. Moon**, president, New Paradigm Institute of Korea, member of the Drucker Institute advisory board, former member of the Korean National Assembly, and past chairman and CEO of Yuhan-Kimberly

“This is a great playbook for leaders that want to build high performing organizations through cultures leveraging work life supports and driving exceptional employee engagement. This is not just theory. We put into action many of the ideas outlined in this wonderful guide during a significant office tower makeover. Our results were outstanding and we succeeded in bringing work to life.” —**Sue Ortenstone**, SVP and chief human resources officer at CenterPoint Energy and previously EVP and chief administrative officer at El Paso Corporation