

Hug Your People: The Proven Way to Hire, Inspire, and Recognize Your Employees



Giving great personalized customer service has always been the foremost goal in my family, but one thing we never lose sight of is that you cant possibly deliver great service if you dont treat your own associates right. So says Jack Mitchell, CEO of his familys astoundingly successful chain of clothing stores. In Hug Your People, he shares his secrets for creating happy employees, secrets as simple as they are revolutionary: Be NICE to them (and hire nice people to begin with) TRUST them (they deserve it and will work even harder and smarter to continue to earn that trust) Instill PRIDE in them (they are more productive when they are proud of their work) INCLUDE them (since you cant do it alone) Generously RECOGNIZE them (and not only with money - but dont be chintzy, either) Hug Your People is filled with real stories about real people. Jack offers his principles on hugging your associates - whether they are the sales team, the cleaning staff, the delivery people, the backroom financial wizards, the marketing and advertising departments, or outsourced staff. Hug Your People is just what todays employees and managers need.

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