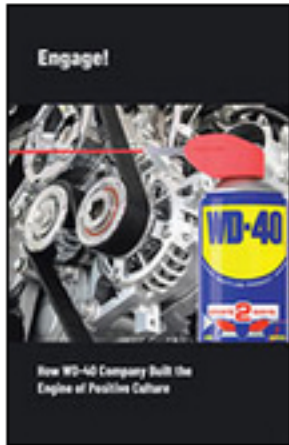


# THE US Review of Books



## *Engage! How WD-40 Company Built the Engine of Positive Culture*

by Stan Sewitch

Trafford Publishing

book review by Carol Anderson, D.Min., ACSW

*"An engaged person wants to be part of the organization, feels a responsibility for its success and the success of everyone around them."*

Sewitch's work examines a specific company and how it built and continues to build a culture of excellence for the organization and its people while maintaining sustainability. The book begins by looking at the author's previous businesses and his relationship to the WD-40 company. It then focuses on the need for engagement, value, and purpose, as well as ways to identify if one's company is healthy. Also, there needs to be a specific philosophy regarding running a company, ways to enhance performance, and the importance of hiring people who fit with the company's philosophy and culture. Trust is featured as a specific company need, and this comes through transparency. It also examines conflict resolution and having an inclusive culture. The most valuable lesson is the focus on values and how values can lead to profit within a positive culture.

This book reveals Sewitch's significant insight into this specific company (with some examination of his own previous companies), which can be utilized in other companies. His book is well-written and concise while clearly articulating the values that leaders need. The narrative focuses on numerous ways to develop and continue to develop a healthy, inclusive, and productive work culture, all in a very readable and engaging format. The work excels at what it sets out to do: to be a how-to guide to aid other organizations in developing and continuing to utilize best practices for the company and its employees who are engaged and committed to the agency because of a healthy culture. Sewitch's book will be beneficial for those in positions of leadership in the work environment.

RECOMMENDED by the US Review



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