Managing the Mobile Workforce: Leading, Building, and Sustaining Virtual Teams

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In the global marketplace, people can work practically anywhere and anytime. *Managing the Mobile Workforce* shares stories about organizations that have taken the risk to unleash--literally--their workers from the chains of daily commutes, 9-to-5 business hours, and the same old cubicles they have sat in day after day, year after year, and even decade after decade.

David Clemons, an entrepreneur within the enterprise mobile and online training industry, and Michael Kroth, an expert and author on how leaders can create highly motivating work environments, together deliver rock-solid guidance on the essentials for building, leading, and sustaining a highly productive virtual workforce. Clemons and Kroth present the real-life relationships between managers and employees through interviews of thought leaders and executives that will engage your thinking about how the right leadership, combined with technology, can make all the difference.

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Tools, tips, and strategies for hiring, training, supporting, and motivating the modern mobile workforce

IDC has estimated that mobile workers worldwide will surpass one billion by 2011. This isn't just a trend, but the direction that business is heading. *Managing the Mobile Workforce* gives managers and executives at all levels key essentials for coping with this new reality, empowering them to create, sustain, support, and reward a highly passionate and productive mobile work force. *Managing the Mobile Workforce*

- Shares startling facts and figures indicating how many workers already are and will be working
- Explains why trust is the glue that binds managers and workers together across vast distances?and how to achieve it
- Provides strategies to manage performance in a virtual world--and why mobility can actually increase productivity
- Reveals how technology and great leadership can reduce the virtual distance between you and your mobile workers
- Gives eight motivational principles and tools for mobile leaders
- Suggests a new way of looking at the virtual team development process

Stories from top execs at Samsung, Deloitte LLP, Hewlett-Packard, LEGO, and the Federal Office of Personnel Management, along with thought leaders like Joel Barker and Stephen M. R. Covey and other key industry experts will show you how the mobile workforce is changing the very landscape of business--and what you can do starting today to recreate their successes in your own organization.

David Clemons has provided 20 years of executive leadership and innovation to the digital education industries. Today, as the CEO of Achieve Labs Inc., David is speaking nationally and internationally within the mobile industry. David lives in Eagle, Idaho, as a true mobile worker and employs a large "mobiForce," including international partners and content specialists.

Michael Kroth, Ph.D., is an assistant professor at the University of Idaho in Adult/Organizational Learning and Leadership. He has authored *Transforming Work: The Five Keys to Achieving Trust, Commitment, and Passion in the Workplace* (2001), co-authored with Patricia Boverie; *The Manager as Motivator* (2006) and *Career Development Basics* (2009) with McKay Christensen. He is a memeber of the National Speaks Association and speaks nationally and internationally.

Learn more about this book and David and Michael's work at www.managingthemobileworkforce.com.

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