
CONTENTS

Acknowledgments	ix
Introduction	xi
PART I The Premise	1
CHAPTER 1 Just the Facts	3
CHAPTER 2 Cows with Attitude	21
PART II Contented Cows Are Committed	41
CHAPTER 3 The “Vision” Thing: Passengers or Crew	43
CHAPTER 4 The Path to Commitment	53
PART III Contented Cows Are Cared About	63
CHAPTER 5 First You Feed the Troops	65
CHAPTER 6 Tell 'Em the Truth	85
CHAPTER 7 When Times Get Tough	95
CHAPTER 8 Contented Cows Are Connected	115
CHAPTER 9 A Case for Some Useful Benefits	129

viii Contents

PART IV Contented Cows Are Enabled	147
CHAPTER 10 Empower This!	149
CHAPTER 11 Enabled Employees Are Incredibly Well Trained	157
CHAPTER 12 Enabled Employees Are Toolled	169
CHAPTER 13 Enabled Employees Are Trusted	181
CHAPTER 14 When the Contented Cows Come Home (Speculations on the Near Future)	189
Notes	195
Index	199