

Title: "The Dream Manager"

Author: Matthew Kelly

Publisher: Hyperion

Copyright: 2007

Length: 158 (with notes)

Price: \$19.95 (hardback)

Reading Time: 4 hours

Reading Rating: 8 (1 = very difficult; 10 = very easy)

Overall Rating: 3 (1 = average; 4 = outstanding)

Subject areas: leadership, supervision of employees, company loyalty

The title caught my eye—"The Dream Manager." It's a title that could be interpreted two ways. The dust jacket made it clear that Matthew Kelly wants you to interpret it both ways. You can actively manage your own dreams. You can be a dream of a manager by assisting your employees as they reach for their dreams.

Today, companies are looking for ways to reduce turnover, increase employee moral, and to have employees actively engaged in the business. Conventional wisdom has said that all you have to do is pay higher wages and provide more benefits in order to have more satisfied employees. But employees are searching for more; good employees are motivated by more than just money. They want to know that they make significant contributions to the business. In addition to a positive working environment, employees are looking for organizational understanding of and support for their personal goals.

How can managers create such an atmosphere? How can managers help employees feel connected to the company and to the people with whom they work? "The Dream Manager" addresses this question by relating the experiences of a fictional company trying to reduce turnover and motivate employees.

The managers discover that dreams can be powerful. Support of employee dreams leads to more satisfied, more productive employees. If managers can inspire workers and help employees reach for their own dreams, employees will be more willing to reach for organizational goals. All of this can lead to increased teamwork and corporate loyalty. The conclusion is that what is good for employees is also good for the company.

The first two thirds of the book relates the story of the fictional company. The final third of the book provides concrete suggestions for becoming a dream manager. List your dreams in a Dream Book. Track your progress toward them and note when dreams are fulfilled. Don't be afraid to dream big. Realize that dreams change over time. To help with listing dreams, Kelly discusses various categories to use in a Dream Book: physical, emotional, intellectual, spiritual,

psychological, material, professional, financial, creative, adventure, legacy, and character.

The author of this book is a motivational speaker who believes that people drive an organization and that teamwork within an organization can be a competitive advantage. His writing reveals his passion.

I have been accused of operating where the rubber meets the road. As I began reading, my first impression was, "No way! This could never work." But the more I read, the more I began to think it could. By the time I finished the book, I was asking myself what my dreams really are. Several days later, I was still thinking about the book and was talking with my husband about his dreams. This is definitely a book worth reading and one that will stick with you.

Hollye Moss is an Assistant Professor of Management in the College of Business at Western Carolina University. For previously reviewed books visit our Web site at www.wcu.edu/cob.