



# Business Performance P/L Announces New Product Release to Help Managers Engage Employees

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*Business consulting firm Business Performance P/L this week announced the release of a new eBook, 2 Way Feedback, designed to lift employee morale and productivity.*

PR9.NET July 07, 2006 - Melbourne, Australia -- With levels of employee engagement and productivity remaining in the doldrums, Business Performance P/L has just released a new product that is designed to help managers motivate workers to reach their maximum potential.

The author, Jenny McCoy, is a senior management coach and consultant with many years experience in helping managers improve employee commitment. "With over 100 billion dollars being wasted each year in the U.S. alone on dealing with poorly performing employees, managers need all the help they can get. What sets this book apart from the others is that it is short on theory and long on practical strategies that will help managers on a day to day basis", Ms McCoy said today.

Vicki Heath, the Director of Business Performance P/L, added, "With leading research organizations such as Gallup, BlessingWhite and Towers Perrin still showing that typically less than 25 percent of employees are actively engaged in their work, this book comes as a welcome release."

McCoy went on to say, "What I have found in my work over the years is managers struggling with those one-on-one conversations and group/team discussions. Sometimes they just don't know what to say to get people to share their vision. Sometimes they know what to say but just don't know how to say it. And as many have found out, say the wrong thing or say it the wrong way and trust goes out the window. Once you have lost the respect of your employees, it can literally take years to regain. And that's far too long if you are just trying to keep your head above water or ahead of the competition."

2 Way Feedback is published as an electronic book that can be downloaded directly from the Business Performance P/L website at [http://www.businessperform.com/html/two\\_way\\_communication.html](http://www.businessperform.com/html/two_way_communication.html). The eBook is a standalone cross-platform Adobe Acrobat PDF file that is readable on Microsoft Windows and Macintosh computers. Viewing the new eBooks simply requires a copy of the Adobe Acrobat Reader, which is available as a free download from the Adobe website.

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## About Jennifer McCoy

Jennifer McCoy is a senior management consultant and an experienced and qualified coach. Her client list includes a wide range of industries; small to large commercial organizations and industries such as Superannuation, Health, Local Government, Education, Emergency Services and Aged Care.

Well qualified with a Master of Management and a Master of Educational Studies, she runs human resources and business management courses for a well-known university. She is also an experienced and qualified coach and has published papers on quality management in a number of industry journals. Author of two books on business, her new book, 2 Way Feedback, grew from her consulting work as well as from numerous workshops designed to assist business owners and middle-level managers work more effectively with their staff.

## About Business Performance P/L

Established in 2003, Business Performance Pty Ltd specialises in developing and supplying a range of business software products to a worldwide customer base. Products include a range of tools, templates and guides and cover a variety of business areas, including project management, change management, employee engagement and training and development. All products can be purchased for immediate download from the Business Performance Pty Ltd website at [www.businessperform.com](http://www.businessperform.com).

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