

Valley Business Facilitator Pro Publishes Book on How to Inspire and Engage Employees

APACHE JUNCTION, Ariz. – Local Business Facilitator, Ray Madaghiele wrote a book to inspire both business leaders and their employees in the critical function of strategic planning.

Madaghiele, who owns Business Energizers, a division of Transformational Learning Center – an organizational and human excellence company – self-published his second book through Amazon: *Energize Your Business: Engage Your Employees with an Inspiring Strategic Planning Process*.

“According to the U.S. Small Business Administration, ‘About half of all new establishments survive five years or more and about one-third survive 10 years or more’ and according to a 2014 Gallup Poll, ‘Less than a third (31.5%) of all U.S. workers were engaged in their jobs in 2014.’ There is a correlation and I address it in my book,” says Author, Ray Madaghiele.

In his book, Madaghiele dispels several myths about the strategic planning process:

- **Myth #1:** Small business owners don’t need a strategic plan unless they intend to get money from investors or banks.
Myth Buster #1: Even if they are starting a business with their own funds, a strategic plan will help create a clear set of blueprints in order to manifest their inspired business concept.
- **Myth #2:** The strategic planning process is a hard, complex, heady process that only someone with an MBA could possibly appreciate and understand.
Myth Buster #2: Strategic planning can tap into the unique wisdom and understanding of a company’s employees. Avoid using complicated terms and models. Instead, keep it simple and understandable by all.
- **Myth #3:** Strategic planning is an esoteric process, reserved for leaders in Fortune 500 companies and created on corporate “mountain-tops.” Then, management delivers the completed tablets to its loyal subjects in the form of new laws to follow.
Myth Buster #3: One can use strategic planning as a way to strengthen collaboration and cooperation, using the process to reenergize and engage employees and create alignment around a loftier mission and vision with a concrete action plan.
- **Myth #4:** Employees have more important things to do than to waste time planning. Besides, frontline employees don’t care about planning and have very little to contribute to the process anyway.
Myth Buster #4: Everyone wants to be part of something great, and each person wants to be heard. A company will experience powerful results by giving every employee a voice. The collective vision will prove to be very lucrative for all stakeholders. Employees do, indeed, care—and have a lot to offer.

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Madaghiele says, “After reading *Energize Your Business*, you will view strategic planning in a new light—as one of the best ways to truly engage your employees in the success of your organization. My goal was to simplify the process so that business leaders can quickly *get clear, get organized, get going, and get results*™ rather than present the usual heady, complicated, and lengthy strategic planning model. You’ll see just how easy, fun, and inspiring the process can be for everyone involved. This is the tool you need to take your organization to its next level of success.”

Throughout *Energize Your Business*, the author shares his secrets and proven, practical tools and tips accumulated over his 25 years of experience facilitating groups. Madaghiele shares stories and examples of successful companies who have implemented the very principles and processes discussed in his book.

More About The Author

Ray Madaghiele bicycled 3,369 miles in 70 days from Phoenix to Ground Zero, New York City after the 9-11-01 events, followed in a support vehicle by his wife, Lyn. That journey served as a stepping stone for him and his wife’s new RVing adventure. They now serve their business clients’ needs flexibly and economically while they travel across North America living their dreams—and inspiring others to live their dreams also.

You can learn more about the author, Ray Madaghiele, and his book, *Energize Your Business* at www.EnergizeYourBusiness.biz. The retail price of his book on Amazon is \$15.99. Or order the book through the author’s website and take advantage of special holiday promotions.

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