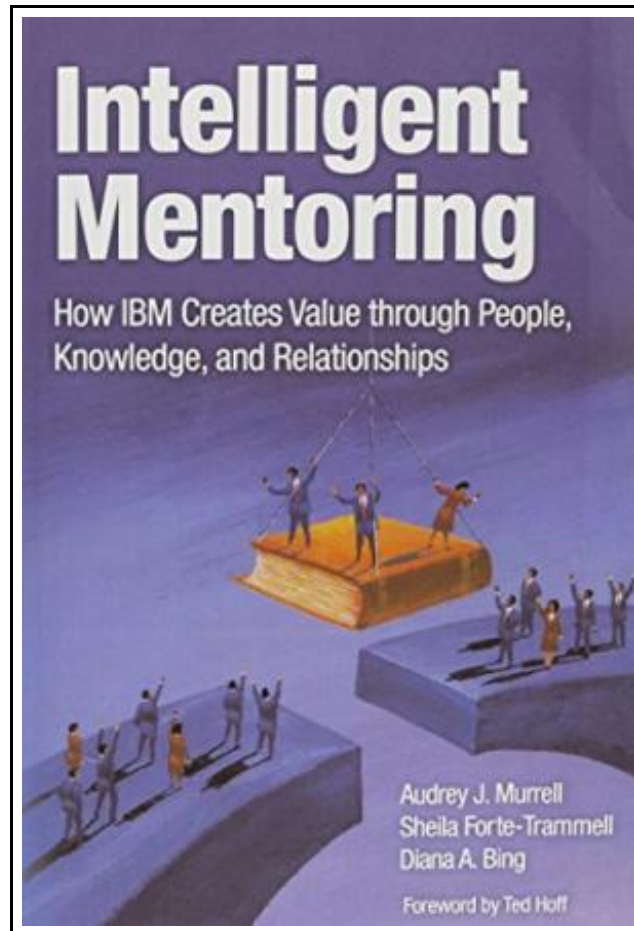


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INTELLIGENT MENTORING: HOW IBM CREATES VALUE THROUGH PEOPLE, KNOWLEDGE, AND RELATIONSHIPS



Pearson Education (US), United States, 2013. Paperback. Book Condition: New. Reprint. 226 x 152 mm. Language: English . Brand New Book. How to Use Mentoring to Drive Maximum Competitive Advantage Techniques and lessons from IBM s world-class mentoring programs-for every business and HR leader, strategist, Chief Learning Officer, consultant, trainer, and scholar A crucial part of my job is to help develop and retain the more than 200,000 members of IBM s global technical community. Over the years, I have found that the true spirit of any organization is its people, and unique, world-class mentoring programs play a crucial role in their success. What I really like about Intelligent Mentoring is that it is not an academic treatise on the theory of mentoring, but a series of practical solutions that can be used by virtually any organization to gain productivity, increase retention, and improve bottom-line results. -Nick Donofrio, Executive Vice President, Innovation and Technology, IBM Corporation We have known about the importance of mentoring in developing people for decades. Yet few organizations have successfully leveraged it as part of their HR strategy. IBM is one of those companies. Intelligent Mentoring is about more than the mentoring initiative successfully implemented at IBM. It is a guide for how companies can leverage mentoring in a way that aligns with company strategy and supports organizational and individual development. It is a must-read for any executive considering a mentoring initiative as part of the firm s HR strategy. IBM s mentoring effort combined the best of what we know from mentoring research, career development theory, and change management to create a highly successful effort. There is much here for practitioners and scholars to learn. -David A. Thomas, Ph.D., Naylor Fitzhugh Professor of Business Administration, Harvard Business School Performance is the ultimate driver of this..

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