

## Mike Johnson - Consultant & Author



**M**ike Johnson is a leading commentator, consultant and researcher on the Future of Work, Talent Management, Corporate Communications and How to Work as an Independent. He is the author of twelve books on business and management issues and a regular presenter on conferences around the globe. He has written several series of world-of-work studies for both The Economist and the Financial Times, as well as over 100 global and Europe-wide studies for international corporations and institutions.

Recent books include Winning the People Wars and Talent Magnet, both for the Financial Times and The New Rules of Engagement and

The Independent Consultant's Survival Guide for the CIPD. His latest book Starting up on Your Own: How to Succeed as an Independent Consultant or Freelance was published in November 2009 by the Financial Times.

## FutureWork Forum



Mike is the founder of the FutureWork Forum, an independent, international think-tank and consulting network of business professionals.

Founded in 2003, FutureWork Forum works with CEOs and HR Directors to help them anticipate the future of work...

[www.futureworkforum.com](http://www.futureworkforum.com)

### Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## Mike Johnson - Consulting

---



My consulting experience spans three decades and virtually every part of the globe. Today, my focus is on world-of-work issues; life-work balance, talent management, corporate communications and working as an independent.

Over more than 30 years, I have consulted at the most senior management levels with major organisations and institutions including many Fortune 500 firms and global institutions.

These include:-

- Zurich Financial Services
- The Centre of Creative Leadership
- Toyota
- Deloitte Consulting
- Global Recruiters
- Manpower
- People in Aid
- Association of Human Resources Management in International Organizations
- Alstom
- ASML
- Philips

### Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

# Mike Johnson.



## Mike Johnson - Publications



Mike Johnson's books are consistently praised for their readability and practical, no-nonsense content. Very much focused on "how-to," they are based on extensive research and the considerable experience of the author as a writer, journalist and commentator on business and management issues.

Mike has won several awards for his writing and is retained by several organisations as a "writer in residence," assisting them with creative writing projects. He is also retained as a ghostwriter, using his experience as a researcher to produce corporate histories and biographies. Additionally, Mike is the "voice" of many organisations, writing their on-line

and hard-copy publications, policy papers, commentaries and opinion pieces.

Profiles and reviews for each of the above books are on the following pages in the order they are stacked.

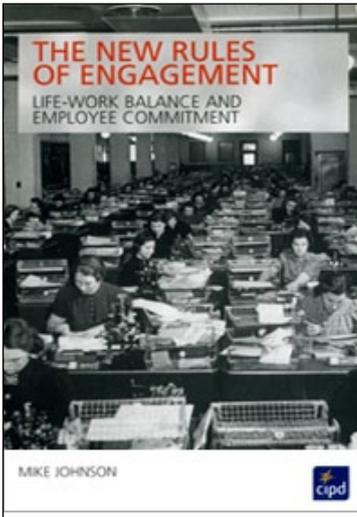
### Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## The New Rules of Engagement



This book offers practical, down-to-earth solutions, providing first-hand insights into engaging today's employee.

How many employees care enough about their work or your organisation to do anything other than the bare minimum? How many would stay if they got another job offer?

Why should YOU care? Well, highly engaged employees are six times less likely to be planning to leave their jobs than those that are disengaged.

Mike Johnson argues that there are simple, direct ways to develop a NEW psychological contract between employer and employee. And you can start writing that new contract by recognising that the talk of work-life balance

is the wrong way round as far as your employees are concerned – they are much more interested in their LIFE-WORK balance. Successful employers today know that life comes before work.

The advice in this book will:

- Help you convince senior management that employee engagement matters
- Help you improve your own and your employees' productivity
- Help you retain key employees
- Make it easier for you to attract key employees

### Praise for 'The New Rules of Engagement'

*"MBA professors should not put this book on their students' reading lists – it may change their attitude towards the rest of the syllabus. Mike Johnson tells it like it is. This book is a wake up call for real people managers for the 'get real' school of management."*

Anne Chivers, Head of Learning & Organisation Development, Housing Corporation

*"Mike Johnson has captured the new rules of the game in the world of work. This book gives you solutions and approaches that will help you achieve trust and commitment within your own organisation."*

Mike Staunton, Vice President, Organisational Effectiveness, Interbrew

Available from:-



[www.amazon.co.uk](http://www.amazon.co.uk)



[www.cipd.co.uk/bookstore](http://www.cipd.co.uk/bookstore)

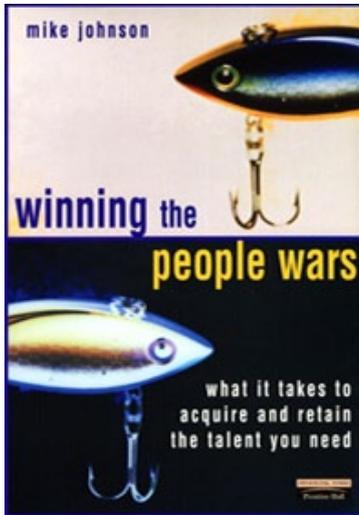
### Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## Winning the People Wars



How are the best and smartest corporations recruiting, rewarding and retaining their top talent? This book is an in-depth guide to the new age of work and what it means for the people in it. In the global talent wars, compa-

nies are seeking out and securing high performers any way they can. This book is your tactical plan for winning the people wars and sustaining a talent-rich environment.

Available from:-

**amazon** [www.amazon.co.uk](http://www.amazon.co.uk)



[www.cipd.co.uk/bookstore](http://www.cipd.co.uk/bookstore)

### Praise for 'Winning the People Wars'

*"I have realistic hopes that the style and the captivating stories will help business leaders bridge the talent gap."*

Jean-Claude Larréché, Professor of Marketing INSEAD.

*"An excellent, fast-paced overview of the strategies and solutions we all need for winning the battle to be the best!"*

Ed Gubman, Global Practice Leader, Hewitt Associates and author of The Talent Solution.

*"Contains the battle plans that every executive needs to win the war for talent."*

Lance Wright, vice president Human Resources USEC.

*"The people wars are just beginning, this book tells you how to come out a winner - as a corporation - as an individual."*

Mike Staunton, Director, Motorola University, Europe, Middle East, Africa.

*"Exceptional insights from the US and Europe on how to build human capital in tomorrow's corporation"*

Lyndon Evens, Director of Marketing, Manpower Inc, Europe.

### Amazon Reviews

*"A really great book - I recommend it highly. Mike Johnson provides a comprehensive but concise account of the way the talent market is moving and what it means for both organisations and individuals. The style is down-to-earth, making 'Winning The People Wars' highly readable - the book is indeed a lesson in itself in how to communicate concisely and powerfully. Large-printing of key messages helps the reader retain some of the learning provided in the book and makes the text visually attractive.*

*I consider this to be possible the most important interpretation of where the world of work is moving since William Bridge's Jobshift was published in 1995. Jobshift, more than other book in my opinion, was the first book that really got to the very heart of why the world of work was changing. 'Winning the People Wars' is a gripping account of how the marketplace has been evolving since, where its likely to go, and*

*what it means for individuals and companies that seriously aspire to be best of the best. Whether you're a CEO, CLO, executive, HR professional, consultant, trainer or just beginning to build your career, this book has a lot for you.*

*I can't think of a better New Year and New Century gift to anybody looking to take his or her career and organisation to the next level."*

Seán J. Burke, The New Frontier, Brussels

---

*"Winning The People Wars" addresses the single most strategic issue that keeps business executives awake at night.*

*The author has thoroughly researched the subject of managing talent in the new world order, and provides readers with strategic and practical solutions for attracting, retaining and developing the company's most important asset: its people.*

*Well structured, chock full of examples and easy to read, Mike Johnson provides the most comprehensive handbook for hand-to-hand combat in the world's labor market.*

*Johnson captures leading thoughts, best practices and multi-cultural insights from managers around the world in all sectors of business.*

*This is not a theoretical approach to human resources management. This book faces the reality of 2000, with hard-hitting ideas and smart strategies for investing in people.*

*This is the kind of business book that one reads to gain competitive advantage for oneself as well as one's company. It is also the kind of book that you keep on your desktop to refer to again and again.*

*Crisp writing, clean lay-out and powerful content, this book is the most authoritative source of insights, examples and imperatives for winning ways with people."*

Tom McGuire, Brussels

---

*"Any business leader or HR executive interested in the medium to long term survival of their business needs to read this book today. Mike Johnson provides a fast paced and content rich guide to what is happening in the battle for business talent on a global scale. Packed with up to the minute corporate examples Johnson stimulates and provokes the traditional manager to wake up and get moving. For the HR Director it provides rich data on which to plan today's recruitment, development and retention strategies. All together it is highly powerful people and organisation contribution to the evolving e commerce philosophy of business Read it to find out where you are in the war for talent. Action it's recommendations to stay ahead - at least for tomorrow!"*

Anonymous Amazon Customer

---

*"A very interesting read. Mike Johnson provides a lucid account of how the battle for talent between companies has been heating up and what new behaviours and practices companies need to adopt to succeed. Having been an entrepreneur in the USA for more than 20 years myself in the US, I can attest to the increasing challenge finding and retaining top-class people is. As an advisor to, and board member of a number of companies I have found valuable insights and strategies in this book to help my clients address successfully their talent and HR issues. Highly recommended."*

Anonymous Amazon Customer

---

## Contact Details

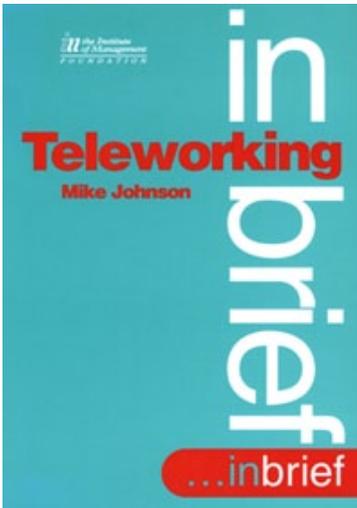
**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## Teleworking in Brief

---



Working remotely has become second nature for millions. This book explains two things: how individuals can set themselves up to work successfully from home or another remote location and how organisation need to plan and manage the process. With many managers –

even today – still concerned about “letting employees out of their sight”, this book provides practical, step-by-step advice on what is best for employer and employee.

ADVICE: don't work at home without it!

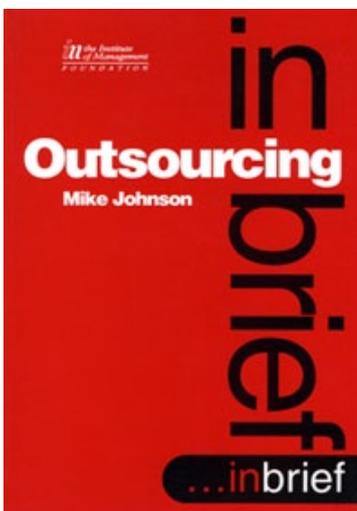
Available from:-



[www.cipd.co.uk/bookstore](http://www.cipd.co.uk/bookstore)

## Outsourcing in Brief

---



This book is regarded as the “breakthrough” book on outsourcing, covering all aspects of the process from human resources to IT. The first book to cover outsourcing in detail across industries and operational areas it is used as a guide to the phenomenon of outsourcing on both sides of the Atlantic.

Outsourcing – in Brief provides scores of practical examples, checklists and ideas for setting up the outsourcing function in any organisation. It also looks at why companies still get it wrong. A MUST read for anyone tackling the outsourcing issue today.

Available from:-



[www.cipd.co.uk/bookstore](http://www.cipd.co.uk/bookstore)

### Amazon Reviews

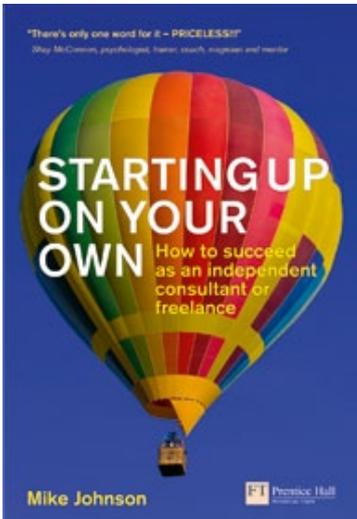
---

*“This is all you need to know about outsourcing - made easy! The author has allowed me to grasp this complex subject and feel that I now have a good understanding of it. I fully recommend any Managers who are faced with choices concerning outsourcing to read this book at the earliest opportunity.”*

mikeandpauline@aol.com

---

## Starting Up on Your Own



How to work for yourself and make it work - first time and all the time.

Are you thinking of working for yourself as an independent consultant? Have you already made the leap and want to get more work,

new clients, higher fees? This book pulls no punches, it tells it like it is, giving you all the guidance you need to set yourself up and get work in the first place, plus all the know-how you need to survive, prosper and expand.

Available from:-



[www.cipd.co.uk/bookstore](http://www.cipd.co.uk/bookstore)

### Praise for 'Starting Up on Your Own'

*"This book is a must read, for anyone thinking about life outside the organisation - it helps make the transition smooth and seamless."*

Goran Hultin, former Deputy Director General at the International Labour Office - now successful independent consultant.

*"This is a practical and essential guide for anyone contemplating establishing their own business. Johnson captures all the key elements which allow a successful transition and is very clear about what can send you off track. Grounded in common-sense and humour."*

Norman Walker, former global head of human resources for Novartis.

*"I wish this book had been available when I began my independent career. There's only one word for it - PRICELESS!!!"*

Shay McConnon, psychologist, trainer, coach, mentor and magician.

### Amazon Reviews

*"I can think of two friends who would either still be in business today - or would have avoided a lot of stress and heartache from the start - if they'd read this book. If you are even thinking about starting up as an independent - or if you are deciding whether to keep persevering with it once the initial few contracts dry up this book is brilliant."*

Stephen Masson

*"I can't recommend it enough... .. packed full of useful tips and hard advice... ..One of the hardest bits for anyone who has never been in a sales role before is learning how to sell yourself and set your fees - this book is worth the price for these sections alone."*

Pardo

---

*"The book is both practical and entertaining. I have been an independent consultant for many years, but I discovered some useful tips that I can use. And the book is fun to read - lots of amusing anecdotes that make Smarter Consulting an interesting read."*

C. S. Huskinsson

---

*"Mike Johnson's Smarter Consulting guide tells it like it is. Very good advice on both the practical and the emotional journey to professional independence. The author speaks from experience - both his own and those of his many friends and professional colleagues - which makes this "manual" so credible and useful."*

Hanneke

---

*"...This is an excellent guide to the pitfalls to avoid and how to avoid them. Anecdotes from the author's experience, both positive and negative, enliven the discussion. I found myself constantly jotting down ideas and points to follow-up. This is the guide to read before you commit yourself and while you still have a job. Not afterwards when it will be too late."*

K. Steventon

---

*"...I found the book not only insightful but very practical and it dealt with many issues that I felt (before reading the book) were not major. It made me really think about my reasons for going it alone and question was this a good option for me, it does not sugar coat the reality's of self employment which is one of the key strengths of the book."*

Michael Douglas

---

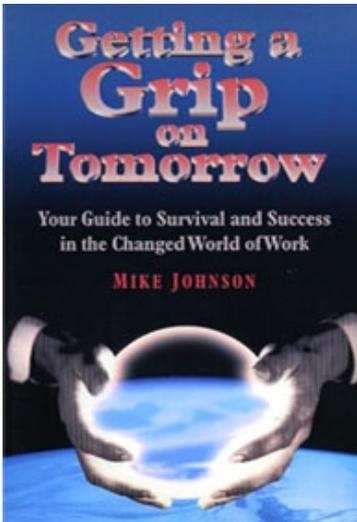
## Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## Getting a Grip on Tomorrow



Subtitled, "your guide to survival and success in the changed world of work", this is Mike Johnson's view of what it will take to achieve individual success in today's economic climate. It is packed with common-sense solutions to help anyone in business realise their

potential and improve and stimulate their self-motivation.

Whether you are getting out, staying in, or going it alone, this book helps you get a real grip on tomorrow.

Available from:-

 [www.amazon.co.uk](http://www.amazon.co.uk)



[www.cipd.co.uk/bookstore](http://www.cipd.co.uk/bookstore)

### Praise for 'Getting a Grip on Tomorrow'

*"Mike Johnson's new book is a necessary read for those who want to make it safely through to the other side. It works! The reader will come away from this book with clear guidelines of what to do and with a sound knowledge of why it has to be done."*

Paul Tiffany, Professor of Management, The Wharton School, University of Pennsylvania and The Haas School of Business, University of California, Berkeley.

*"At last someone has confronted the issues that no one wants to talk about! Mike Johnson has cut through the publicity blurb surrounding jobs and careers and provided an essential read that provides real guidance and advice for dealing with the most critical issue facing us all: employability."*

Mark Thomas, author, *Supercharge Your Management Role*.

*"This is a book that should be read by anyone who wants to succeed in the changed workplace."*

Domenico Fanelli, president, American Management Association International.

### Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## The Independent Consultant's Survival Guide



This is NOT a book about how to consult – it IS about how to be a consultant. As a successful independent consultant for more than 20 years, Mike Johnson tells – through anecdotes and real experiences – what you need to do to succeed in the professional world of the consultant.

This book offers everything, from building networks and dealing with clients to how to get the business and then get more.

This is a unique, practical, get-out-and-do-it guide that is an invaluable companion to anyone starting out on this most perilous of careers. Don't leave home without it.

Available from:-

 [www.amazon.co.uk](http://www.amazon.co.uk)

 [www.cipd.co.uk/bookstore](http://www.cipd.co.uk/bookstore)

### Praise for 'The Independent Consultants Survival Guide'

*"This is a practical and essential guide for anyone contemplating establishing their own business. Johnson captures all the key elements which allow a successful transition and is very clear about what can send you off track. Grounded in common-sense and humour."*

Norman Walker, former global head of human resources for Novartis.

*"I wish this book had been available when I began my independent career. There's only one word for it – PRICELESS!!!"*

Shay McConnon, psychologist, trainer, coach, mentor and magician.

*"If you are thinking seriously of making the transition from corporate life to independent consultancy, I recommend you beg, steal or borrow a copy of this book if you can't find one at your bookstore. Mike Johnson writes in such a clear style that even the most ardent activist will find a benefit in reading before leaping into action. Having taken this route six years ago, I can vouch for several of the pitfalls he describes - had a copy of this book been around then, my original planning may have been more strategic. It is reassuring to see some of your own experience mirrored in the advice, coming not just from the author - himself a successful independent of some 20 years - but also from a number of other independents."*

*The guide is also a handy reminder to established consultants who will find themselves stuck at some point in their independent careers. It is not just dealing with recessions as they come along, but also preparing for the sudden changes that come with the many mergers and acquisitions our clients are faced with. You will also pick up new ideas and suggestions and - if you are not already doing so - focus on what you need to do for the future."*

*The chapters are clearly structured to cover everything you may need, from financial illustrations to marketing and strategy guidelines. I read the book deliberately looking for areas I thought might be missed and was slightly disappointed that I couldn't find any. Mike Johnson also covers many of the more interpersonal factors that most of us have found out about the hard way - dealing with the loneliness of working from home; establishing support networks; remembering, even in the midst of a heavy workload, to continue marketing for the next tranche of business. This isn't a book covering all areas in depth, but it does flag up what you need to know and point you in the right direction to get more specialist advice."*

*Perhaps the most useful part of the book for anyone who is thinking about independent consultancy is to persuade you to do an assessment of whether this is the right move for you to make at the stage you are at in your life. Unlike many other guides for consultants, this one concentrates on who you are, rather than the idea you have for your business. Finally, there is also a section on developing an exit strategy for retirement and downshifting."*

Eleanor Halsall, Writing in People Management, Director, HalsAllan Ltd

## Amazon Reviews

---

*"As an HR Manager I've read a couple of Johnson's earlier books and always found them engaging and full of nuggets of great advice so when I started thinking seriously about leaving the security of the corporate world and going solo I was pleased to see he'd just published this book.*

*It's great! I've seen a few other books on the subject but they seemed to be either (a) American or (b) just full of mind-numbingly obvious checklists. The exception is Cope's Seven Cs of Consulting which is a very sound book on the consulting process - this one is even better because it concentrates on you the (wannabe) consultant.*

*The best bits (for me) were the first chapter that forces you to ask some really hard questions about whether you are really cut out for the independent life and the section on the reality of working alone - from mundane things like who gets the stationary (that'll be you) to who do you turn to when you need to bounce ideas around. If you're thinking about going solo you'll find this book engaging, entertaining, inspiring and full of priceless advice that will help you on your way."*

Pardo

---

*"As in his previous books on people management, Mike Johnson's new book on independent consulting is a very useful and readable book. If you are considering a move into independent consulting - and Mike's book indicates that more and more of us are - then this book is a must read. The book starts with a self-complete questionnaire to establish whether you really have thought this idea through enough. It then goes on to describe the practical issues you will face, from the pros and cons of working at home to an outline of the tax implications of incorporation or sole trader status. It's all the more credible and useful because Mike Johnson has actually been an independent consultant for many years. The book is written in a very approachable style and avoids the legalistic and often demotivating approaches of similar guides."*

Giselle Bodie

---

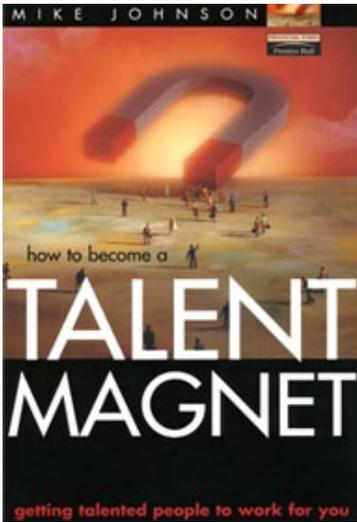
## Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## How to become a Talent Magnet



This book is for every manager who has ever, or will ever, need to recruit staff – and fight to hold on to them. As more and more line managers find themselves actively involved in the recruitment process, this book gives timely

and practical advice on how to hire and hold people. It is a hands-on guide to the strategies required to make your organisation (and your piece of the business) a magnet for talent, today and tomorrow.

.....  
This book is available on a 'print-on-demand' basis only. To order a copy please contact:-

Financial Times/Prentice Hall and Wharton  
Email: [CustomerSolutions@Pearson.com](mailto:CustomerSolutions@Pearson.com)  
Tel: +44 (0)1279 623928

Customers can also order this book from any booksellers that are 'Gardner's distribution outlets.'  
.....

### Praise for 'How to become a Talent Magnet'

.....  
*"This is the only book I know that is going to help you hire and hold the talent you need... no theory, just good ideas."*

Alexander Campbell, managing director human resources, UBS.  
.....

*"Finally, a practical book about people and how to hire and hold them... in essence a lot of common sense for every manager."*

Richard Donkin, Financial Times.  
.....

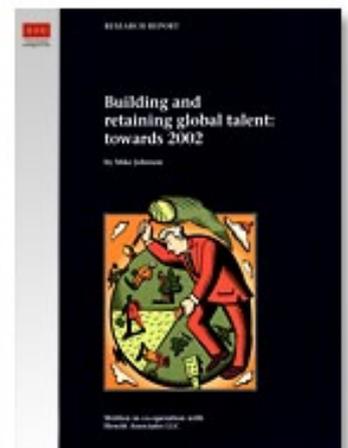
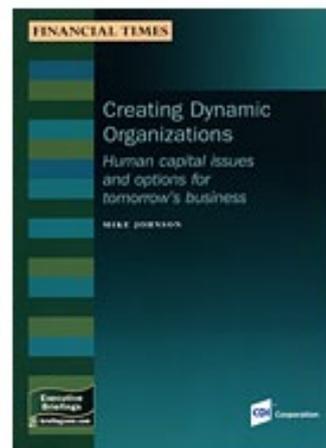
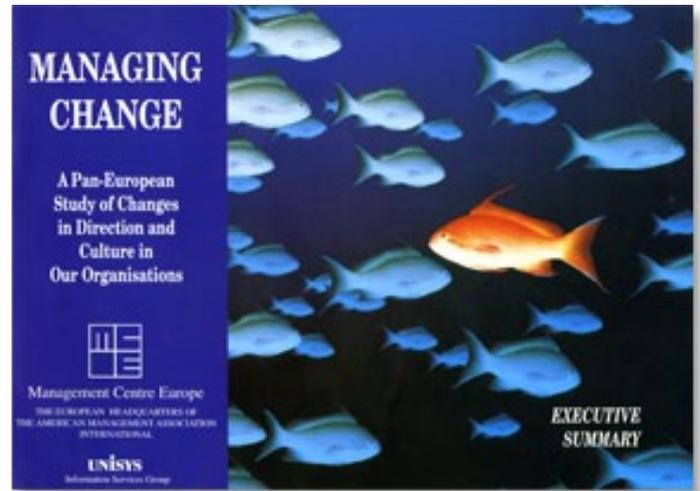
### Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## Mike Johnson - Research



Over the past three decades I have been one of the pioneers and leaders in corporate sponsored research, as well as research projects commissioned by the Economist Intelligence Unit and the Financial Times. I and my associates in the FutureWork Forum

are available to act as a consultant, researcher, editor and author on these type of projects. Research topics are all based around emerging world-of-work, talent management and related trends.

A description of each of the above is available on the the follwing page.

## Employing the Next Generation

---

This was a breakthrough study, opting as it did to give a real “voice” to the NEXT generation in the workplace. Developed for the Future-Work Forum and Generation Europe, it has been widely acclaimed piece of groundbreaking work that “listens” to the voices of today’s youth from around the globe. Focusing on the specific needs and expectations of the NEXT generation in the workplace, the study is an example of making research both practical and appealing.

Available for download at the [www.futureworkforum.com](http://www.futureworkforum.com)

## Managing Change

---

A wonderful example of how to develop a simple, yet meaningful study, that has high impact, low budget and a short deadline. Managing Change was conceived, researched and published in less than two months, and provided a platform to build a conference and workshop sessions for the sponsors. Moreover, it provided a timely data in a neat package that acted as both a give-away, conference material and a hard-copy and on-line mailer.

## Investing in Human Capital in the Financial Services Industry

---

Created as part of a Financial Times series, this research project covered human capital issues in Europe and the United States and was based on a series of over 50 interviews and a series of discussion groups. The completed research report became the basis of a ten city presentation tour across Europe and the U.S., aimed at business generation for the sponsoring organisation.

## Creating Dynamic Organizations

---

This study – part of the Financial Times Executive Briefings series – was researched in Europe and the United States and became the basis for a sustained media campaign and a hugely successful series of seminars, workshop and discussion sessions. It is a prime example of how serious research can contribute to a business debate and provide a sound basis for both discussion and decision-making.

## Recruitment During Business Transformation

---

The Economist Intelligence Unit commissioned me to write this report just as the global talent wars were beginning to take effect. Its aim (as the subtitle says) was “finding leaders and building teams in times of change.” Its findings are as valid today as they were when the report was first developed in 2001.

## Building and Retaining Global Talent

---

The very first worldwide research project on what became the “talent wars”, this research project covered Europe, Asia and North America. Developed for the Economist Intelligence Unit, it drew worldwide interest from both the public and private sector and became the basis for a series of conference and other publications. It really was the gun that started the talent wars as the 21st Century began.

### Contact Details

**Postal Address:** Little Buckland Farm, Hollywood Lane, Lymington, Hampshire, SO41 9HD. UK

**Email:** [mike.ajohnson@btconnect.com](mailto:mike.ajohnson@btconnect.com)

**Telephone:** +44 (0)1590 688899    **Mobile No:** +44 (0)7801 623707

## Mike Johnson - Speaker

---



Mike is one of Europe's leading speakers on World-of-Work Issues, Talent Management, Employee Communications and Working as an Independent. He is available to speak on con-

ferences, seminars and other corporate events and also frequently takes the role of chairman or facilitator.

### The Future World of Work

---

As the author of *Employing the Next Generation*, Mike can deliver the following:

- A 45 or 60 minute session on the future of the 'workplace' and how to motivate those working in it
- A half-day workshop on the future of the 'workplace' and how to motivate those working in it
- A full-day master-class on the future of the 'workplace' and how to motivate those working in it

### The Successful Independent Consultant

---

As the author of *Starting up on Your Own: How to Start up and Succeed as an Independent Consultant*, Mike can deliver the following:

- A half-day workshop on setting up and succeeding as an Independent Consultant, that includes modules on: "Can I work on my own?"; How to set up your office; how to work smarter; how to sell; how to ask for the order; how to expand the business; what to do when it all goes wrong; how to work with others; how to market yourself and much more.
- A full-day master-class on setting up and succeeding as an Independent Consultant, that includes an expanded set of modules that include: that includes modules on: "Can I work on my own?"; How to set up your office; how to work smarter; how to sell; how to ask for the order; how to expand the business; what to do when it all goes wrong; how to work with others; how to market yourself and much more.

### Talent Management

---

As the author of *Talent Magnet* and *Winning the People Wars*, Mike can deliver the following:

- A 45 or 60 minute session on issues relevant to organisations wanting to succeed in attracting, rewarding and retaining talent
- A half-day workshop on Talent Management
- A full-day master-class on Talent Management

### Engaging People

---

As the author of *The New Rules of Engagement* Mike can deliver the following:

- A 45 or 60 minute session on issues relevant to organisations wanting to succeed in engaging talent at all levels in the business
- A half-day workshop on Engaging Talent
- A full-day master-class on Engaging Talent
- A half-day workshop on Organising and Delivering Effective Communications
- A full-day master-class on Organising and Delivering Effective Communications

## Mike Johnson - Articles

---



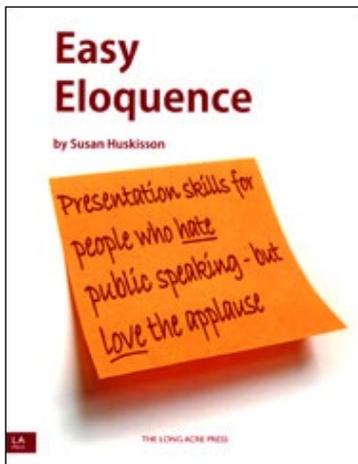
As a writer, Mike Johnson is one of the most prolific, succinct and timely authors on issues surrounding the World-of-Work, leadership, organisational development and other human-resource related topics. He has written extensively for publications in Europe, the United States and Asia.

This section of the web-site is designed to showcase some of his recent writing. While much of his writing is based on interviews and exchanges with organisational professionals, he has also developed a series of articles that provide a wry, humorous look at the worlds of work we inhabit today.

Twenty article examples are available in a PDF format for download from the 'Articles' section of the web site.

## Mike Johnson - Ghostwriter

---



Mike has considerable experience in writing speeches, presentations and articles for senior managers, particularly explaining complex issues in a simple, easy to digest format and to link corporate business issues with real-world events and concerns.

Our ongoing research into world-of-work and organisational trends, ensures that we are up-to-date on the business world's emerging issues.

In addition, we have been involved in a series of **book projects**, acting as ghostwriter or collaborator.

Most recent projects include the book *Easy Eloquence* for presentation guru Susan Huskisson where Mike acted as collaborative author, and a book on Global Labour Movements for a leading demographic expert.

Mike currently acts as the ghostwriter for three regular magazine columns for the heads of international organisations in Europe and the United States, that focus on trends and developments in the business world. Examples of these are available by contacting him direct.

### 'Easy Eloquence'

---

*"I collaborated with Mike Johnson in writing the book Easy Eloquence. He is a genius at being able to take the author's ideas and materials and developing an articulate, cohesive manuscript that is professional and imaginative. I highly recommend Mike to any new author who needs help from this master wordsmith."*

Susan Huskisson

Author, Easy Eloquence for People Who Hate Public Speaking but Love the Applause

---