



TITLE INFORMATION

I THINK I LOVE MY JOB

Secrets To Designing a People-Centered Employer Value Proposition (That You Can Actually Boast About)

Kalifa Oliver

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BOOK REVIEW

A debut playbook offers a data-driven and listening-orientation approach to management.

"I have been an employee. I have been a leader. I have been a consultant," writes entrepreneur and corporate coach Oliver in her guide. "I have had the privilege of having a seat at the table, but I have also had to sit outside of the door." From these different perspectives, she's devised what she calls the "people-centered design" for companies. This design "ensures that you pause purposefully" to consider how each element of the work experience will affect all your employees, including historically marginalized and underrepresented groups, minorities, and people with diverse cultures, different geographies and economic backgrounds, and all kinds of abilities. Gone are the days, the author writes, when companies and organizations created policies and employees adhered to them or left. Instead, managers have replaced rote requirements and pondered new questions like "What roadblocks are your policies creating?" and "What biases are your policies creating?" Throughout her book, Oliver stresses the central importance of communication and notes how companies can often pursue an unbalanced approach, listening to their customers (almost to the point of stalking them, as she humorously points out) but failing to heed their employees nearly as closely. "The first rule of data storytelling is to know your audience," as she gamely reminds her readers, warning them about the dangers of faulty data. The extent of the author's experience is obvious in every section of her book. Her prose is confident in clarifying the many aspects of the business experience, from hiring new employees and promoting from within to mapping career progression. When she outlines what effective communication looks like, many readers will see how their own companies fall short—and perhaps get helpful ideas for changing that.

A useful, caring, and humanistic approach to the modern corporate and customer service world.

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