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Perceptionicity: A Straight Line to Productivity

Erwin Aguayo Jr.

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Perceptionicity: A Straight Line to Productivity Erwin Aguayo Jr.
Erwin Aguayo Jr. coined the word “perceptionicity” to help executives, human resources professionals, and managers uncover organizational perception gaps. In this guidebook to achieving business objectives, he reminds everyone that what usually prevents companies and their stakeholders from achieving goals is the way they think. Learn how to: * align the perceptions of all the people in your organization with your vision; * create an atmosphere where people understand how their jobs link to larger goals; * recognize and overcome obstacles that stand in the way to success. Get solutions to problems you thought were unbeatable with the lessons in Perceptionicity. “Perceptionicity is a cogent reminder that an organization's soul is the ultimate predictor of its success. How every stakeholder understands and embraces the company's vision is more important than the color of the stationery, or the make of the cars it leases, or the glass and steel structure in which it is housed, or the trendy titles an organization assigns to its executives, or whether every “t” is crossed or every “i” is dotted . . . Perceptionicity is for every person who wants to give up pretense for substance.” – Antone Aboud, Ph.D., management consultant

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