



# La Anti-productividad (Spanish Edition)

*Jean Gomes, Catherine McCarthy, Tony Schwartz*

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La antiproduktividad, es uno de los pocos libros con el poder de transformar profundamente el modo en que trabajamos y vivimos. El paradigma "más cantidad, más grande y más rápido" impone una serie de costos secundarios perjudiciales que disminuyen nuestra energía, concentración, creatividad y pasión.

Un dato: aproximadamente el 75% de los empleados en todo el mundo no se sienten comprometidos con el trabajo que realizan. Este libro ofrece un enfoque innovador para enriquecer nuestras vidas de nuevas energías para que seamos más productivos, pero que estemos más satisfechos en el trabajo como fuera de él.

Basados en hallazgos de la ciencia de alto rendimiento, los autores nos explican que estamos desatendiendo las cuatro necesidades básicas que generan el buen desempeño: sostenibilidad (física); seguridad (emocional); manifestación de la propia personalidad (mental), y trascendencia (espiritual). En lugar de funcionar como los ordenadores a altas velocidades durante largos períodos, debemos trabajar rítmicamente, consumiendo y renovando en forma regular la energía con cada una de nuestras cuatro necesidades.

La antiproduktividad es un aporte innovador para el liderazgo ya que muestra cómo las organizaciones debilitan el alto rendimiento porque siempre pretenden obtener más de sus empleados, en vez de intentar satisfacer sus cuatro necesidades básicas para que aporten lo mejor de sí en el trabajo.

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