

The 4 Faces of Frustration: How to Turn Frustration into Delight

By Andrew Oxley

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In "The 4 Faces of Frustration," Oxley has penned a leadership fable that entertains as well as it instructs. Jack Staff, the newly appointed CEO of AmeriSys, did not know what he was getting into when he accepted his new position. Having set a goal to be a CEO by the age of forty-five, he thought that he had succeeded when the board of AmeriSys offered him the job. Little did he know that there were serious issues awaiting him-challenges that could derail his dreams before he even started. The board had neglected to let him know that the previous CEO had left the company under a hail of customer complaints and that the employees were in open revolt. Oxley's insight into the dynamics that drive business performance are woven into the fabric of the story. In "The 4 Faces of Frustration," Oxley explains the reasons why companies struggle to create customer loyalty and employee engagement-and provides a road map of how to engage both groups in an actionable plan that delivers bottom-line business results.

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