



HANS BEGEER / ROEL H. REITZEMA

Ego@WORK

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- A unique work in the history of organization development
- A practical guide for ego development
- Provides insights into matching organization designs

Our ego shapes our behavior. Organizations work best when the behaviors of employees are complementary. At a time when employers are asking employees to take responsibility for managing their own work and to work collaboratively, employers cannot avoid engaging in the personal development of their staff including ego management skills. **Ego@WORK** explores the pros and cons of the ego as an engine of behavior and attitude and suggests how organizations can deal with this.

Hans Begeer is a management consultant, facilitator and coach. He is an international advisor to multinational organisations in a wide range of business sectors via his practice, BMC Consultancy. **Roel H. Reitzema** is an independent consultant and trainer-coach. He consults for teams and individuals and has a background in social science.

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