

## Build On Values: Creating An Enviabl Culture That Outperforms The Competition

Benefit from values-based leadership Values-driven organizations are considered by some to be the most successful on the planet. They have high levels of engagement, generate higher earnings, and are more profitable by having an inclusive, multi-tiered strategy. It's a win-win! In Values-Based Leadership For Dummies, you'll get a fool-proof plan for putting the principles of values-based leadership in action—which will inspire and motivate others to pursue what matters most. With many Baby Boomers edging toward retirement, the largest generation in history, the Millennials, will be taking over the reins and stepping into leadership roles. They've suffered through the difficult economic times and corporate scandals of the early 2000s and they want things to be different. Inside, you'll get the framework for adopting the principles of values-based leadership that will help Millennials—and any member of any organization—thrive: utilizing the tools of self-reflection, actionable grace, agility, and a commitment to lead responsibly. Establish leadership positioning and company culture steeped in values Foster employee engagement on all levels Inspire greater performance while creating real impact socially and economically Increase the ability to remain competitive and relevant during times of change Harness the passion and commitment of the millennial workforce Whether you're in an entrepreneur, entry-level position or a CEO, employees at any level can benefit from leaning into values-based leadership—and this book shows you how!

In a highly competitive world, many think business success means being ruthless: maximizing short-term return for shareholders, cutting overheads, crushing competition, and expanding at an exponential pace. Nothing says this more than Silicon Valley with its macho mantras like 'Move fast and break things' (Facebook) or 'We're a team not a family' (Netflix). But this model is looking increasingly flawed. What if there were another more compassionate way? Julietta Dexter believes there is. In this powerful and hopeful book, the award-winning CEO of The Communications Store explains how she built one of the world's most respected PR & communications companies without compromising her morals and without screwing over her staff or her clients. Highlighting a new paradigm for business, she explains why profit should be just one consideration among several, and why honesty, reliability and diversity are the best foundations for long-term success.

How can you effectively stand up for your values when pressured by your boss, customers, or shareholders to do the opposite? Drawing on actual business experiences as well as on social science research, Babson College business educator and consultant Mary Gentile challenges the assumptions about business ethics at companies and business schools. She gives business leaders, managers, and students the tools not just to recognize what is right, but also to ensure that the right things happen. The book is inspired by a program Gentile launched at the Aspen Institute with Yale School of Management, and now housed at Babson College, with pilot programs in over one hundred schools and organizations, including INSEAD and MIT Sloan School of Management. She explains why past attempts at preparing business leaders to act ethically too often failed, arguing that the issue isn't distinguishing what is right or wrong, but knowing how to act on your values despite opposing pressure. Through research-based advice, practical exercises, and scripts for handling difficult dilemmas, Gentile empowers business leaders with the skills to voice and act on their values, and align their professional path with their principles. Giving Voice to Values is an engaging, innovative, and useful guide that is essential reading for anyone in business. Silver Medal Winner, Business and Leadership, 2012 Nautilus Book Awards Respected former CEO, professor, and speaker examines what it takes to become a values-based leader In this highly-anticipated book, Harry Kraemer argues that today's business environment demands values-based leaders who, in "doing the right thing," deliver outstanding and lasting results. The journey to becoming a values-based leader starts with self-reflection. He asks, "If you are not self-reflective, how can you know yourself? If you do not know yourself, how can you lead yourself? If you cannot lead yourself, how can you lead others?" Kraemer identifies self-reflection as the first of four principles that guide leaders to make choices that honor their values and candidly recounts how these principles helped him navigate some of the toughest challenges he faced in his career. Offers a framework for adopting the principles of values-based leadership—self-reflection, balance, true self-confidence, and genuine humility—to lead organizations effectively Based on Kraemer's popular Kellogg MBA course on values-based leadership A recognized expert in values-based leadership, Kraemer is a sought after speaker on the subject Lively and engaging, Kraemer's book comes at a critical time when true leadership in every facet of society is desperately needed. All of Harry's proceeds from the book sales are donated to the One Acre Fund in Africa.

### Successful Habits of Visionary Companies

A Whole System Approach to Cultural Transformation

Designing Your Life

Build a World-Class Organization Through Values-Based Leadership

Good to Great

Built for Growth

Brave Work. Tough Conversations. Whole Hearts.

A Great Place to Work For All

The author of the bestselling "Liberating the Corporate Soul" presents his new thinking based on his experience working with over 1,000 people in 32 countries on cultural transformation for the values-driven organization. Barrett integrates cutting-edge technologies available to companies on the Web and integrates many methodologies into a whole system approach.

Values-driven organizations are the most successful organizations on the planet. This book explains that understanding employees' needs—what people value—is the key to creating a high performing organization. When you support employees in satisfying their needs, they respond with high levels of engagement and willingly commit their energies to the organization, bringing passion and creativity to their work. This new edition of The Values-Driven Organization provides an updated set of tools to assess corporate culture, new case studies on cultural transformation and additional methods for sustainability, measuring cultural health at work and the specific needs of the millennial generation. The Values-Driven Organization is essential reading for students, researchers and practitioners of organizational change, leadership, HRM and business ethics.

The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes. Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving—every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to:

- make time for new habits (even when life gets crazy)
- overcome a lack of motivation and willpower
- design your environment to make success easier
- get back on track when you fall off course...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits—whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

A "Highest Rated CEO" who has transformed his organization into a billion-dollar company and a "Top Place to Work" shows leaders how truly prioritizing employees isn't just good for employees—it's good for business. Imagine a company where everyone loves to work, where employees feel not just "satisfied" but truly cared for, respected, and energized. Think of the impact this would have on recruitment, retention, customer satisfaction, innovation, and overall performance. Aron Ain, the award-winning CEO of Kronos, a global provider of workforce management and human capital management solutions, believes that anything is possible when people are inspired. By embracing employee development and engagement as a growth strategy, Ain transformed his company's culture and built a billion-dollar business. This book takes leaders and managers inside Kronos's highly admired Workspired culture, showing them the surprisingly simple rules they can follow to replicate that success. This inspiring guide reveals the best practices that have earned Kronos distinctions on coveted lists, such as Glassdoor's 100 Best Places to Work, Fortune's 100 Best Companies to Work For, Forbes's America's Best Employers, and the Boston Globe's Top Places to Work. These best practices include: •overcommunicating and truth-telling-trusting your people (again and again) and keeping them safe-holding managers accountable for being great at what they do-allowing employees flexible schedules and open vacation time-challenging your people to put the company out of business with innovative products •welcoming bad boomerang employees-empowering the next generation workforce Many executives talk about how "their people are their greatest asset." Ain challenges leaders to "walk the talk" and put people first, whether they oversee a team of five or an organization of 500,000. When they do, employees won't be the only ones who thank them. Customers and shareholders will, too. This is what it means to Workspired.

Giving Voice to Values Building a Culture of Freedom and Responsibility

Build

Start with Why

Becoming the Best

Dare to Lead

Powerful

Good Profit

From Stephen R. Covey's eldest son come a revolutionary book that will guide business leaders, public figures and their organizations towards unprecedented productivity and satisfaction. Trust, says Stephen M. R. Covey, is the very basis of the 21st century's global economy, but its power is generally overlooked and misunderstood. Covey shows you how to inspire immediate trust in everyone you encounter - colleagues, constituents, the marketplace - allowing you to forego the time-killing and energy-draining check and balance bureaucracies that are so often relied upon in lieu of actual trust.

Using construction as their metaphor, authors Joe Tye and Bob Dent make a compelling case that a healthcare organization's invisible architecture—a foundation of core values, a superstructure of organizational culture, and the interior finish of workplace attitude—is no less important than its visible architecture. Furthermore, that culture will not change unless people change, and people will not change unless they are inspired to do so and given the right tools. The fully updated second edition of Building a Culture of Ownership in Healthcare takes readers on a journey from accountability to ownership—providing a proven model, strategies, and practical solutions to help improve organizational culture in the healthcare setting. Learn how investing in your organization and your people can enable a significant, successful change in productivity; employee engagement; nurse satisfaction, recruitment, and retention; quality of care; patient satisfaction; and financial outcomes.

Drawing upon a six-year research project at the Stanford University Graduate School of Business, James C. Collins and Jerry I. Porras took eighteen truly exceptional and long-lasting companies and studied each in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?" Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the 21st century and beyond.

#1 NEW YORK TIMES BEST SELLER • At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

Atomic Habits

Better for Business, Better for People, Better for the World

The Startup Entrepreneurs' Guide to Effective Branding and Building Values-Based Organizations

The Invisible Architecture of Core Values, Attitude, and Self-Empowerment

How to Speak Your Mind When You Know What's Right

How Great Leaders Inspire Everyone to Take Action

Selling

How We Built a Workplace People Love

What does it mean in practice to be a values-based leader?When faced with real situations, how can you be your best self and create best teams—while also being a best partner with customers and vendors, a best investment for your stakeholders, and a best citizen making a difference in the world? It's a tall order, but these are the expectations for world-class organizations today. In his bestselling book From Values to Action, Harry Kraemer showed how self-reflection, balance, true self-confidence, and genuine humility are the traits of today's most effective leaders. In Becoming the Best, his highly anticipated follow-up, Kraemer reveals how, in practical terms, anyone can apply these principles to become a values-based leader and to help create values-based organizations. Drawing on his own experiences as the former CEO and chairman of Baxter International, as well as those of other notable leaders and organizations, Kraemer lays out a pathway for understanding the principles and putting them into practice, showing specifically how to: Use self-reflection to become your "best self" as you lead yourself and others more effectively Create a "best team" that understands and appreciates what they're doing, and why Forge "best partnerships" through win-win collaboration with vendors and customers that enhance the end user's experience Support the mission, vision, and values of the organization to generate returns that distinguish a "best investment" Make a difference in the world beyond the organization by becoming a "best citizen" Powerful case studies from Campbell's Soup, Ernst & Young, Target, Northern Trust, and many others demonstrate the four principles of values-based leadership in action and show how thinking beyond the corporation can trigger positive outcomes for both the company and the world. Regardless of level or job title, individuals can make a difference in their organization and beyond by embodying the essential traits of a great leader. Becoming the Best is a defining manual for how anyone can apply in practice the principles of values-based leadership personally and professionally, making it an indispensable manual for the new wave of better leaders. All of Harry's proceeds from the book sales are donated to the One Acre Fund in Africa.

What does it mean in practice to be a values-based leader? When faced with real situations, how can you be your best self and create best teams—while also being a best partner with customers and vendors, a best investment for your stakeholders, and a best citizen making a difference in the world? It's a tall order, but these are the expectations for world-class organizations today. In his bestselling book From Values to Action, Harry Kraemer showed how self-reflection, balance, true self-confidence, and genuine humility are the traits of today's most effective leaders. In Becoming the Best, his highly anticipated follow-up, Kraemer reveals how, in practical terms, anyone can apply these principles to become a values-based leader and to help create values-based organizations. Drawing on his own experiences as the former CEO and chairman of Baxter International, as well as those of other notable leaders and organizations, Kraemer lays out a pathway for understanding the principles and putting them into practice, showing specifically how to: Use self-reflection to become your "best self" as you lead yourself and others more effectively Create a "best team" that understands and appreciates what they're doing, and why Forge "best partnerships" through win-win collaboration with vendors and customers that enhance the end user's experience Support the mission, vision, and values of the organization to generate returns that distinguish a "best investment" Make a difference in the world beyond the organization by becoming a "best citizen" Powerful case studies from Campbell's Soup, Ernst & Young, Target, Northern Trust, and many others demonstrate the four principles of values-based leadership in action and show how thinking beyond the corporation can trigger positive outcomes for both the company and the world. Regardless of level or job title, individuals can make a difference in their organization and beyond by embodying the essential traits of a great leader. Becoming the Best is a defining manual for how anyone can apply in practice the principles of values-based leadership personally and professionally, making it an indispensable manual for the new wave of better leaders. All of Harry's proceeds from the book sales are donated to the One Acre Fund in Africa.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For Years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? They did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness—why some companies make the leap and others don't. The Findings The Findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The Findings include: Leadership: The research team looked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

Brand Real is designed as a handbook for startup entrepreneurs. It covers a variety of topics startup entrepreneurs need to know about in order to achieve success. The guiding idea of Brand Real is that successful brands must be built on reality: products and services that deliver real value to your customers, and ways of doing business that reflect your personal values as an entrepreneur and the values of your enterprise and its people. Brand Real gives an in-depth account of branding, which is a crucial factor in the success of any startup. Skillful branding is needed to establish your identity in the marketplace and to demonstrate the value of your products and services to your potential customers. A major part of Brand Real investigates the strategy and tactics of successful branding, explaining what works and why, based on the deep expertise of long-time experts in the field.

Values-Based Leadership For Dummies

From Values to Action: The Four Principles of Values-Based Leadership

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

Creating an Enviabl Culture that Outperforms the Competition

The Lean Startup

Good Company

Zero to One

Building a Better World for All NEW YORK TIMES BESTSELLER • Learn how to apply the principles of Charles Koch 's revolutionary Market-Based Management® system to generate good profit in your organization, company, and life " This book helps show you the way to good profit—whether you work for an international supermarket chain, a medium-sized regional business, or your own start-up. —John Mackey, co-founder and co-CEO, Whole Foods Market The technological innovations, extreme politics, civil unrest, cyber attacks, demographic shifts, and global pandemic that have affected all businesses since this book was published have only confirmed Charles Koch 's belief that " the only reason a business should exist (and the only way it can legitimately survive long term) is to create value in a responsible way. " Hence, the principles in Good Profit are more important today than ever before. What exactly does Koch Industries, Inc., do and why is it so remarkably profitable? Koch 's name may not be on your home 's plywood, vehicle 's grille, smartphone 's connectors, or baby 's ultra-absorbent diapers but it makes them all. And Koch 's Market-Based Management® (MBM) system is what drives these innovations and many more. The core objective of MBM is to generate good profit. Good profit results from products and services that customers vote for freely with their dollars. It results from a bottom-up culture where employees are empowered to act entrepreneurially to discover customers ' preferences and the best ways to improve their lives. Drawing on six decades of interdisciplinary studies, experimental discovery, and practical implementation across Koch businesses worldwide, Charles Koch walks the reader through the five dimensions of MBM to show how to apply its framework in any business, industry, or organization of any size. Readers will learn how to: • Craft a vision for how to thrive in spite of increasingly rapid disruption and ever-changing consumer values • Select and retain a workforce possessing both virtue and talent • Create an environment of knowledge sharing that prizes respectful challenges from everyone at every level • Award employees with ownership and decision rights based on their comparative advantages and proven contributions, not job title • Motivate all employees to maximize their contributions by structuring incentives so compensation is limited only by the value they create A must-read for any leader, entrepreneur, or student, as well as anyone who wants a more civil, fair, and prosperous society, Good Profit is one of the greatest management books of all time.

Greatness Redefined for the 21st Century Today's business climate is defined by speed, social technologies, and people's expectations of " values " besides value. As a result, leaders have to create an outstanding culture for all, no matter who they are or what they do for the organization. This groundbreaking book, from the creators of the gold-standard Fortune 100 Best Companies to Work For list, shows how it's done. Through inspiring stories and compelling research, the authors demonstrate that great places to work for all benefit the individuals working there and contribute to a better global society—even as they outperform in the stock market and grow revenue three times faster than less-inclusive rivals. This is a call to lead so that organizations develop every ounce of human potential.

#1 NEW YORK TIMES BESTSELLER • Brené Brown has taught us what it means to dare greatly, rise strong, and brave the wilderness. Now, based on new research conducted with leaders, change makers, and culture shifters, she 's showing us how to put those ideas into practice so we can step up and lead. Look for Brené Brown 's new podcast, Dare to Lead, as well as her ongoing podcast Unlocking Us! NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential. When we dare to lead, we don 't pretend to have the right answers; we stay curious and ask the right questions. We don 't see power as finite and hoard it; we know that power becomes infinite when we share it with others. We don 't avoid difficult conversations and situations; we lean into vulnerability when it 's necessary to do good work. But daring leadership in a culture defined by scarcity, fear, and uncertainty requires skill-building around traits that are deeply and uniquely human. The irony is that we " re choosing not to invest in developing the hearts and minds of leaders at the exact same time as we 're scrambling to figure out what we have to offer that machines and AI can 't do better and faster. What can we do better? Empathy, connection, and courage, to start. Four-time #1 New York Times bestselling author Brené Brown has spent the past two decades studying the emotions and experiences that give meaning to our lives, and the past seven years working with transformative leaders and teams spanning the globe. She found that leaders in organizations ranging from small entrepreneurial startups and family-owned businesses to nonprofits, civic organizations, and Fortune 50 companies all ask the same question: How do you cultivate braver, more daring leaders, and how do you embed the value of courage in your culture? In this new book, Brown uses research, stories, and examples to answer these questions in the no-BS style that millions of readers have come to expect and love. Brown writes, " One of the most important findings of my career is that daring leadership is a collection of four skill sets that are 100 percent teachable, observable, and measurable. It 's learning and unlearning that requires brave work, tough conversations, and showing up with your whole heart. Easy? No. Because choosing courage over comfort is not always our default. " Worth it? Always. We want to be brave with our lives and our work. It 's why we 're here. " Whether you 're read Daring Greatly and Rising Strong or you 're new to Brené Brown 's work, this book is for anyone who wants to step up and into brave leadership.

The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

Brand Real

Value(s)

Expanding Your Business Around the Corner Or Across the Globe

Building a StoryBrand

Import, Tidy, Transform, Visualize, and Model Data

The Six Mindsets That Distinguish the Best Leaders from the Rest

Clarify Your Message So Customers Will Listen

Why Some Companies Make the Leap...And Others Don't

#1 NEW YORK TIMES BESTSELLER • "This book delivers completely new and refreshing ideas on how to create value in the world."—Mark Zuckerberg, CEO of Meta "Peter Thiel has built multiple breakthrough companies, and Zero to One shows how."—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing cleverly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation. It starts by learning to ask the questions that lead you to find value in unexpected places.

Named by The Washington Post as one of the 11 Leadership Books to Read in 2018 when it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, Powerful: Building a Culture of Freedom and Responsibility, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don't fit the company's emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability. Powerful will change how you think about work and the way a business should be run.

More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and how to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

#1 New York Times Bestseller "Significant...The book is both instructive and surprisingly moving." —The New York Times Ray Dalio, one of the world's most successful investors and entrepreneurs, shares the unconventional principles that he's developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals. In 1975, Ray Dalio founded an investment firm, Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later, Bridgewater had made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to Fortune magazine. Dalio himself has been named to Time magazine's list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique principles that have led to Bridgewater's exceptionally effective culture, which he describes as "an idea meritocracy that strives to achieve meaningful work and meaningful relationships through radical transparency." It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he believes are the reason behind his success. In Principles, Dalio shares what he's learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systematized into rules and understood like machines. The book's hundreds of practical lessons, which are built around his cornerstones of "radical truth" and "radical transparency," include Dalio laying out the most effective ways for individuals and organizations to make decisions, approach challenges, and build a strong team. He also describes the innovative tools the firm uses to bring an idea meritocracy to life, such as creating "baseball cards" for all employees that detail their strengths and weaknesses, and employing computerized decision-making systems to make believably weighted decisions. While the book brims with novel ideas for organizations and institutions, Principles also offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what they're seeking to achieve. Here, from a man who has been called both "the Steve Jobs of investing" and "the philosopher king of the financial universe" (CIO magazine), is a rare opportunity to gain proven advice unlike anything you'll find in the conventional business press.

R for Data Science

Radical Healership

Notes on Startups, or How to Build the Future

Building a Culture of Ownership in Healthcare, Second Edition

The Art of Building High-trust Client Relationships for Financial Advisors, Insurance Agents and Investment Reps

The Culture Code

Diagnosing and Changing Organizational Culture

The Small-Town Values That Built Dollar General into a Billion-Dollar Company

Working Backwards is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives—with lessons and techniques you can apply to your own company, and career, right now. In Working Backwards, two long-serving Amazon executives reveal the principles and practices that have driven the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon experience between them—much of it during the period of unmatched innovation that created products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services—Bryar and Carr offer unprecedented access to the Amazon way as it was developed and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels of the company. With a focus on customer obsession, long-term thinking, eagerness to invent, and operational excellence, Amazon's ground-level practices ensure these characteristics are translated into action and flow through all aspects of the business. Working Backwards is both a practical guidebook and the story of how the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time. Whatever your talent, career or organization might be, find out how you can put Working Backwards to work for you. \*Winner of the 2009 Nautilus Gold Award.\*\* Consciousness is the main source of organizational greatness. Conscious business, explains Fred Kotman, means finding your passion and expressing your essential values through your work. A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders. It produces sustainable, exceptional performance through the solidarity of its community and the dignity of each member. Conscious Business presents breakthrough techniques to help you achieve: Unconditional responsibility--how to become the main character of your life Unflinching integrity--how to succeed beyond success Authentic communication--how to speak your truth, and elicit others' truths Impeccable commitments--how to coordinate actions with accountability Right leadership--how being, rather than doing, is the ultimate source of excellence A conscious business fosters personal fulfillment in the individuals, mutual respect in the community, and success in the organization, teaches Fred Kotman. Conscious Business is the definitive resource for achieving what really matters in the workplace and beyond. Contents Chapter 1 Conscious Business Chapter 2: Unconditional Responsibility Chapter 3 Essential Integrity Chapter 4: Ontological Humanity Chapter 5: Authentic Communication Chapter 6 Constructive Negotiation Chapter 7 Impeccable Coordination Chapter 8: Emotional Mastery Chapter 9 Entering the Market with Helping Hands Excerpt: Consciousness is the ability to experience reality, to be aware of our inner and outer worlds It allows us to adapt to our environment and act to promote our lives All living beings possess consciousness, but human beings have a unique kind Unlike plants and other animals, we can think and act beyond instinctual drives and conditioning We can be autonomous (from the Greek, "self-governing") While this autonomy is a possibility, it is not a given We must develop it through conscious choices. To be conscious means to be awake, mindful To live consciously means to be open to perceiving the world around us, to understand our circumstances, and to decide how to respond to them in ways that honor our needs, values, and goals To be unconscious is to be asleep, mindless To live unconsciously means to be driven by instincts and habitual patterns. Have you ever driven down the highway on cruise control, engaged in a conversation or daydreaming, only to realize you missed your exit? You didn't literally lose consciousness, but you dimmed your awareness Relevant details, such as your location and the actions needed to reach your goal, receded from the forefront of your mind Your eyes were open, but you didn't see

This is a poor way to drive—and an even poorer way to live. Praise "Consciousness has a real and deep business impact. Learning how to work in full congruence with our values has inspired every person in my team to be a better professional--and a better human being." --Sherry Sandberg, Chief Operating Officer, Facebook "Fred has been a true partner in our efforts to build a conscious organization, helping us move from aspiration to implementation His advice is never easy, but always worthwhile." --Eugenio Beaufrand, Vice President, Microsoft Latin America "Conscious Business translates the tools of organizational learning into day-to-day business applications Both at Chrysler and DTE Energy, Fred's work has allowed us to shift our culture faster, but with much greater sustainability than any other effort." -- David Meador, Senior Vice President of Finance, Detroit Edison

**The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.**

**Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.**

**CEO Excellence**

**How to Build a Values-Driven Healing Practice in a Profit-Driven World**

**How to Build a Business without Losing Your Values**

**Cultural Health and Employee Well-Being as a Pathway to Sustainable Performance**

**My Father's Business**

**The Secrets of Highly Successful Groups**

**Joy, Inc.**

**An Unorthodox Guide to Making Things Worth Making**

A bold, urgent argument on the misplacement of value in financial markets and how we can and need to maximize value for the many, not few. As an economist and former banker, Mark Carney has spent his life in various financial roles, in both the public and private sector. VALUE(S) is a meditation on his experiences that examines the short-comings and challenges of the market in the past decade which he argues has led to rampant, public distrust and the need for radical change. Focusing on four major crises—the Global Financial Crisis, the Global Health Crisis, Climate Change and the 4th Industrial Revolution—Carney proposes responses to each. His solutions are tangible action plans for leaders, companies and countries to transform the value of the market back into the value of humanity.

“New York Times, Wall Street Journal, and USA Today Bestseller” Tony Fadell led the teams that created the iPod, iPhone and Nest Learning Thermostat and learned enough in 30+ years in Silicon Valley about leadership, design, startups, Apple, Google, decision-making, mentorship, devastating failure and unbelievable success to fill an encyclopedia. So that’s what this book is. An advice encyclopedia. A mentor in a box. Written for anyone who wants to grow at work—from young grads navigating their first jobs to CEOs deciding whether to sell their company—Build is full of personal stories, practical advice and fascinating insights into some of the most impactful products and people of the 20th century. Each quick 5-20 page entry builds on the previous one, charting Tony’s personal journey from a product designer to a leader, from a startup founder to an executive to a mentor. Tony uses examples that are instantly captivating, like the process of building the very first iPod and iPhone. Every chapter is designed to help readers with a problem they’re facing right now—how to get funding for their startup, whether to quit their job or not, or just how to deal with the jerk in the next cubicle. Tony forged his path to success alongside mentors like Steve Jobs and Bill Campbell, icons of Silicon Valley who succeeded time and time again. But Tony doesn’t follow the Silicon Valley credo that you have to reinvent everything from scratch to make something great. His advice is unorthodox because it’s old school. Because Tony’s learned that human nature doesn’t change. You don’t have to reinvent how you lead and manage—just what you make. And Tony’s ready to help everyone make things worth making.

The countercultural healer’s guide for building a sustainable and values-driven practice: work toward your purpose, grow your client base, and thrive with integrity in an unjust capitalist system. The time for healing—and the time to be a healer—is now. Therapist Laura Mae Northrup navigates the complexities of being a healer today—and shows how you can stay true to your calling in a world built from systems that were designed to extract, oppress, and exploit. Addressing fundamental tensions that arise for practicing healers working in a late-stage capitalist culture, Northrup shares how to • Maintain your ethical framework even while prioritizing financial stability • Market and brand your practice authentically, without resorting to fear-based tactics • Recognize the unconscious biases and unexamined motivations you unintentionally bring to work • Honor your limits within a culture that valorizes overwork and perpetuates burnout • Prioritize your emotional needs and spiritual goals—and honor their place in your healing practice Structured in accessible, to-the-point chapters with practical writing and reflection prompts, Northrup offers an authentic, spiritually grounded approach to healership, going much deeper than the promise of a million-dollar practice or a minimum-effort game plan. Written for healers of all modalities—including radical therapists, functional practitioners, reiki workers, bodyworkers, and healers who have been sidelined, underfunded, underresearched, or delegitimized within a Western capitalist framework—this book offers a nuanced, political, and social-justice informed guide to building the practice you want—and thriving as the healer you were born to be.

Diagnosing and Changing Organizational Culture provides a framework, a sense-making tool, a set of systematic steps, and a methodology for helping managers and their organizations carefully analyze and alter their fundamental culture. Authors, Cameron and Quinn focus on the methods and mechanisms that are available to help managers and change agents transform the most fundamental elements of their organizations. The authors also provide instruments to help individuals guide the change process at the most basic level—culture. Diagnosing and Changing Organizational Culture offers a systematic strategy for internal or external change agents to facilitate foundational change that in turn makes it possible to support and supplement other kinds of change initiatives.

Insights, Stories, and Secrets from Inside Amazon

Principles

Built on Values

How to Build a Well-Lived, Joyful Life

The Values-Driven Organization

Conscious Business

The Speed of Trust

The first-person account of the family that changed the American retail landscape that Dave Ramsey calls a must-read. Longtime Dollar General CEO Cal Turner, Jr. shares his extraordinary life as heir to the company founded by his father, Cal Turner, Sr., and his grandfather, a dirt farmer turned Depression-era entrepreneur. Cal’s narrative is at its heart a father-son story, from his childhood in Scottsville, Kentucky, where business and family were one, to the triumph of reaching the Fortune 300—at the cost of risking that very father/son relationship. Cal shares how the small-town values with which he was raised helped him guide Dollar General from family enterprise to national powerhouse. Chronicling three generations of a successful family with very different leadership styles, Cal Jr. shares a wealth of wisdom from a lifetime on the entrepreneurial front lines. He shows how his grandfather turned a third-grade education into an asset for success. He reveals how his driven father hatched the game-changing dollar price point strategy and why it worked. And he explains how he found his own leadership style when he took his place at the helm—values-based, people-oriented, and pragmatic. Cal’s story provides a riveting look at the family love and drama behind Dollar General’s spectacular rise, pays homage to the working-class people whose no-frills needs helped determine its rock-bottom prices, and shares the life and lessons of one of America’s most compelling business leaders.

“A guidebook for how leaders can motivate, engage, and recognize their people all the while growing the business profitably.” —Forbes.com Every year, thousands of visitors come from around the world to visit Menlo Innovations, a small software company in Ann Arbor, Michigan. They make the trek not to learn about technology but to witness a radically different approach to company culture. CEO Rich Sheridan removed the fear and ambiguity that typically make a workplace miserable. With joy as the explicit goal, he and his team changed everything about how the company was run. The results blew away all expectations. Menlo has won numerous growth awards and was named an Inc. magazine “audacious small company.” Joy, Inc. offers an inside look at how Menlo created its culture, and shows how any organization can follow their methods for a more passionate team and sustainable, profitable results.

Learn how to use R to turn raw data into insight, knowledge, and understanding. This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience, R for Data Science is designed to get you doing data science as quickly as possible. Authors Hadley Wickham and Garrett Grolemund guide you through the steps of importing, wrangling, exploring, and modeling your data and communicating the results.

You’ll get a complete, big-picture understanding of the data science cycle, along with basic tools you need to manage the details. Each section of the book is paired with exercises to help you practice what you’ve learned along the way. You’ll learn how to: Wrangle—transform your datasets into a form convenient for analysis Program—learn powerful R tools for solving data problems with greater clarity and ease Explore—examine your data, generate hypotheses, and quickly test them Model—provide a low-dimensional summary that captures true “signals” in your dataset Communicate—learn R Markdown for integrating prose, code, and results

If there’s one thing that’s consistent in today’s business world, it’s rapid change. So how do you not only stay steady but actually grow—and quickly enough to stay safely ahead of your competitors? Built for Growth delivers specific solutions to create a brand and presence that generates true customer passion, as you lay a solid foundation for long-term success. Author Arthur Rubinfeld was a major driver in Starbucks’ unprecedented retail expansion from 100 stores to more than 4000—and its transformation into one of the world’s most recognized brands. Here he draws on his singular expertise to present a proven, holistic approach to conceiving, designing, and executing your business plan: creating exciting concepts, growing them to fruition in local markets, expanding rapidly, and keeping your brand fresh and relevant as it matures. His revolutionary approach to business strategy embodies strong personal values, promotes exceptional creativity, leverages scientific methodology in finance and market analysis, and brings it all together with ‘old-time’ customer service.

How to Build Value Through Values

Mathematics for Machine Learning

Building a Values-driven Organization

Working Backwards

How Creating Value for Others Built One of the World’s Most Successful Companies

Built to Last

An Easy & Proven Way to Build Good Habits & Break Bad Ones

WorkInspired: How to Build an Organization Where Everyone Loves to Work

“Based on extensive interviews with today’s . . . corporate leaders, this look at how the best CEOs do their jobs focuses on the mindsets and actions that foster an environment of excellence”--

Most leaders know that a winning, engaged culture is the key to attracting top talent—and customers. Yet, it remains elusive how exactly to create this ideal workplace—one where everyone from the front lines to the board room knows the company’s values and feels comfortable to act on them. Based on Ann Rhoades’ years of experience with J corporate cultures, Built on Values reveals exactly how leaders can create winning environments that allow their employees and their companies to thrive. Companies that create or improve values-based cultures can become higher performers, both in customer and employee satisfaction and financial return, as proven by Rhoades’ work with JetBlue, Southwest Airlines, Juniper Networks, and P.F. Chang’s China Bistros. Built on Values provides a clear blueprint for how to accomplish culture change, showing: How to exceed the expectations of employees and customers How to develop a Values Blueprint tailored to your organization’s goals and put it into action Why it’s essential to hire, fire, and reward people based on values alone

culture Built on Values helps companies get on the pathway to greatness by showing the exact steps for either curing an ailing company culture or creating a new one from scratch.

“Coyle spent three years researching the question of what makes a successful group tick, visiting some of the world’s most productive groups—including Pixar, Navy SEALs, Zappos, IDEO, and the San Antonio Spurs. Coyle discovered that high-performing groups ... generate three key messages that enable them to excel: 1. Safety (we are connected). 2. Shared risk (we’re in it together). 3. A common purpose (we’re in it for the same reason).”

The One Thing that Changes Everything