

Chief Culture Officer How To Create A Living Breathing Corporation Grant Mccracken

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 and empowered to act on them. Based on Ann Rhoades' years of experience with JetBlue, Southwest, and other companies known for their trailblazing 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, Disney, Loma Linda University Hospitals, Doubletree Hotels, 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, and How to establish a discipline for sustaining a values-centric 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.

Tap Into the Power of Human Connection Creating a thriving organization where employees feel valued, the environment is energized, and high productivity and innovation are the norm requires a new kind of leader who fosters a culture of connection within the organization.

Connection Culture, 2nd Edition, is your game-changing opportunity to become that leader and to begin fostering a connection culture in your organization. Stop undermining performance and take the first step toward change that will give your organization, your team, and everyone you lead a true competitive advantage. Inspiring and practical, this book challenges you to set the performance bar high and keep reaching. Learn how to:

- Foster a connection culture.
- Emulate best practices of connected teams—from Mayo Clinic physicians and scientists to the creators of the award-winning Broadway musical *Hamilton*.
- Boost vision, value, and voice within your organization.

Published in the shadow of the COVID-19 pandemic, the book messages the authors' hope for post-traumatic growth; provides updated, research-supported theories about the relationship of stress and loneliness; and includes new examples and profiles of great leaders communicating during crisis.

Right now is the best time to be alive. Of course, there are significant challenges in all areas of society, yet we are provided like never before with the tools, communication, awareness, and freedom to tackle these challenges head on. *Chief Wellbeing Officer* is for anyone who wants to help create a more human workplace, be that simply by re-discovering their own humanity at work or by implementing a strategy for all the workforce. It is a comprehensive and accessible guide for individuals and enterprises of all shapes and sizes to improve health, happiness and to achieve high-performance. In an emerging future that is increasingly digital, artificially intelligent, and always 'on' it is those organizations who increase their care for humans that will thrive. Let Steven and Rory take you on a journey, interwoven with their own stories, experiences and travels, that will allow the right questions to be considered instead of always jumping straight to the answer. Because the future of work is now.

Your school is a lot more than a center of student learning--it also represents a self-contained culture, with traditions and expectations that reflect its unique mission and demographics. In this groundbreaking book, education experts Steve Gruenert and Todd Whitaker offer tools, strategies, and advice for defining, assessing, and ultimately transforming your school's culture into one that is positive, forward-looking, and actively working to enrich students' lives. Drawing from decades of research on organizational cultures and school leadership, the authors provide everything you need to optimize both the culture and climate of your school, including *

- * "Culture-busting" strategies to help teachers adopt positive attitudes, outlooks, and behaviors;
- * A framework for pinpointing the type of culture you have, the type that you want, and the actions you need to take to bridge the two;
- * Tips for hiring, training, and retaining teachers who will actively work to improve your school's culture; and
- * Instructions on how to create and implement a successful School Culture Rewiring Team.

Though often invisible to the naked eye, a school's culture influences everything that takes place under its roof. Whether your school is urban or rural, prosperous or struggling, *School Culture Rewired* is the ultimate guide to making sure that the culture in your school is guided first and foremost by what's best for your students.

How to Create a Workplace That Increases Performance While Improving Lives

Triple Crown Leadership: Building Excellent, Ethical, and Enduring Organizations

How We Built a Workplace People Love

The 9/11 Commission Report

Chief Culture Officer

Becoming a Chief Home Officer

Hit Refresh

Provides guidance for moms choosing to shift from the workplace to the career of full-time motherhood, tackling the "whys" and the "hows" of this transition that strike at the core of a woman's concept of self, accomplishment, and worth. Original.

A fully updated edition of the classic business reference book on product development from a world renowned innovation management scholar For more than two decades, Winning at New Products has served as the bible for product developers everywhere. Robert G. Cooper demonstrates why consistent product development is vital to corporate growth and how to maximize your chances of success. Citing the author's most recent research, Winning at New Products showcases innovative practices by industry leaders to present a field-tested game plan for achieving product leadership. Cooper outlines specific strategies for making sound business decisions at every step-from idea generation to launch. This fully updated and expanded edition is an essential resource for product developers around the world. "This is a must read. There's so much new in this book, from how to generate the breakthrough ideas, picking the winners, and driving them to market successfully." --Philip Kotler, Professor of International Marketing, Northwestern University, Kellogg School of Management

Cultural anthropologist and thought leader Grant McCracken proposes a radical solution for our time of unprecedented scandal: a return to honor. What used to be shocking has somehow become the new normal in our politics, workplaces, and universities. Sexual predators stalk interns at work and teenagers abroad. Parents try to buy a place for their kids in college. Pharmaceutical companies refuse to acknowledge the Opioid epidemic they helped create. Banks issue credit cards no one ordered, ruining the credit scores and reputations of thousands. It happens so frequently that we can no longer dismiss these cases as a few bad apples. Clearly, something in the system is rotten. Most Americans are committed to morality. We share basic standards of decency. And yet, we're becoming inured to scandal and shame, and hopeless about the possibility of change. What if we decided to fight it instead? Grant McCracken has a solution—the revival of an ancient idea called honor. Once the moral compass of millions of people for hundreds of years, it has since fallen out of currency just when we need it the most. Grant looks at honor and dishonor as these are expressed in popular culture and at institutions as diverse as Harvard, PBS, and Wells Fargo. He offers practical guidelines for both organizations and individuals looking to restore moral order to their lives.

A 2018 Nautilus Book Award Winner for Business and Leadership! The founder of Menlo Innovations and author of the business culture cult classic Joy, Inc offers an inspirational guide to leaders seeking joy in the challenge of leading others. Rich Sheridan's Joy, Inc. told the story of how his tiny software company in Ann Arbor, Michigan achieved success and renown by embracing offbeat culture and human-centered values. In Chief Joy Officer, he turns his attention from culture to leadership, and draws on his experience running Menlo and consulting elsewhere to offer a wise, provocative guide on how anyone can build leadership capacity for joy within their own organization. Chief Joy Officer offers sage, hard-won advice to any manager or leader who yearns to make more of an impact on the lives of others, including: * Self-understanding is the cornerstone for every virtue of leadership: authenticity, trust, humility, and optimism. * Good leaders make more leaders: Learn to judge your performance not on whether people are doing what they're told, but whether they're developing independent leadership capacity. * Influencing up is just as important as influencing down: how to encourage different thinking in those above you in your organizations. Filled with colorful anecdotes from Sheridan's personal journey and wisdom from many leadership mentors, Chief Joy Officer offers an approachable, down-to-earth philosophy and practice that will help even the most disillusioned of middle managers bring a renewed sense of purpose to their work building others.

The New Honor Code

Leading Change by Changing the Way You Lead

8 Pillars Toward Sustained Global Influence

Patients Come Second

We're All in This Together

Chief Customer Officer

Creating an Envious Culture that Outperforms the Competition

5 Steps that Will Ignite Your Business Culture and Inspire Employees to Drive and Sustain Growth Great companies set themselves apart from competitors by recognizing the key to continual success is energizing and empowering their most important asset ...their people. In Culture Spark: 5 Steps to Ignite and Sustain Organizational Growth, business development expert, Jason Richmond, delivers proven insights that help you define, diagnose, plan, measure, and sustain an enterprising culture that breeds employee achievement and peak success. Through tips, templates, case studies, and action plans, he shows you step-by-step how to: Understand what culture really is and why a great one is essential today Recognize why fulfilled employees are your key to growth and customer satisfaction Develop a culture where purpose and profit are of equal value and importance Define and shape the culture you want and unleash the full power of your people And much more! In addition, Culture Spark shows you how to recapture the startup spirit that evolved your business from a raw idea into a living, breathing success story. Jason Richmond also reveals the secrets to building an organizational culture that exudes the same characteristics as people you trust, respect, and admire the most. Shatter 6 Lingered Myths About Business Culture As you read Culture Spark, you'll gain an in-depth understanding of what defines culture and its importance in organizations today. Along the way, Jason Richmond shatters limiting beliefs and myths to reveal hard truths, such as ... Developing culture ISN'T HR's job Perks and benefits DO NOT create great culture Hiring for culture IS incredibly important Great culture DOESN'T have to cost a fortune Culture is NOT a passing fad Culture is NOT created on its own By debunking myths and defining precisely what culture is, Jason Richmond helps you develop an extensive understanding of the vital impact organizational culture has on ... Recruiting Sales Growth development Succession planningand other aspects of your business!

The power of transformative design, multidisciplinary leaps, and diversity: lessons from a Black professional ' s journey through corporate America. Design offers so much more than an aesthetically pleasing logo or banner, a beautification add-on after the heavy lifting. In Reimagining Design, Kevin Bethune shows how design provides a unique angle on problem-solving—how it can be leveraged strategically to cultivate innovation and anchor multidisciplinary teamwork. As he does so, he describes his journey as a Black professional through corporate America, revealing the power of transformative design, multidisciplinary leaps, and diversity. Bethune, who began as an engineer at Westinghouse, moved on to Nike (where he designed Air Jordans), and now works as a sought-after consultant on design and innovation, shows how design can transform both individual lives and organizations. In Bethune ' s account, diversity, equity, and inclusion emerge as a recurring theme. He shows how, as we leverage design for innovation, we also need to consider the broader ecological implications of our decisions and

acknowledge the threads of systemic injustice in order to realize positive change. His book is for anyone who has felt like the “other” –and also for allies who want to encourage anti-racist, anti-sexist, and anti-ageist behaviors in the workplace. Design transformation takes leadership—leaders who do not act as gatekeepers but, with agility and nimbleness, build teams that mirror the marketplace. Design in harmony with other disciplines can be incredibly powerful; multidisciplinary team collaboration is the foundation of future innovation. With insight and compassion, Bethune provides a framework for bringing this about.

Whether you're gifting it to your ladder-climbing best friend or sliding it under the door of your least favorite manager, Chief Inspiration Officer is a thought-provoking guide filled with stories, strategies, and techniques to achieve your leadership vision. With modern, real-world advice culled from years of experience in the corporate workforce, Val Ries coaches you on how to lead a high-performing team everyone wants to be on. Discover how to... Inspire yourself so you can inspire others Encourage employees to push past their own limitations Guide your team to reach their full potential Communicate with confidence, calm, and ease Create a microculture that thrives no matter the challenges.

Argues that the best patient care is predicated on hospital managers assembling and engaging high-performance employees and providing them with the tools and guidelines that allow them to take personal responsibility for their results.

Pick Up the Gum Wrapper

Defining the New Role of Human Resource Leaders

Chief Wellbeing Officer

Chief Customer Officer 2.0

Creating a Team Culture of High Performance, Trust, and Belonging

Getting Past Lip Service to Passionate Action

Predicting and Managing Change in a Dynamic Marketplace

Thrive in the multicultural communities where you work and live People, money, and information are flowing faster than ever across international borders, putting us all just one step away from a culture crash—that moment when you unintentionally confuse, frustrate, or offend someone from another culture. Are you struggling with trying to learn the customs, nuances, and hot buttons of every culture you might come into contact with? Michael Landers guides you toward a better solution: becoming aware of your own cultural “baggage.” You'll learn to sidestep the knee-jerk reactions that can get you into trouble and develop the agility to adjust your behaviors and expectations as needed. Through a mix of entertaining and instructive stories, valuable insights, and eye-opening self-assessments, Culture Crossing offers an essential primer for improving all your interactions with people from any background.

5 Leadership Competencies To Build Your Customer-Driven Growth Engine Chief Customer Officer 2.0 is a hands-on resource packed with tools for Chief Customer Officers and leadership to work together to earn customer-driven growth. A sequel to the 2006 classic Chief Customer Officer, this new update, with over 90 percent new material, is based on Jeanne Bliss's twenty-five years of extensive experience as a Chief Customer Officer, and her work coaching Chief Customer Officers and executive teams for the past ten years. Chief Customer Officer 2.0 is based on a five-competency framework that successfully launched multitudes of Fortune 100 and Fortune 500 companies through their customer experience transformations. The framework addresses the issues that remain prominent, including siloed organizations and the need for clear goals and metrics, as well as new factors, like social media, that have altered the customer relations dynamic forever. You'll learn the five key competencies embraced by world-class leaders and the role of the Chief Customer Officer in uniting the organization to build and embrace these new competencies. This book provides practical guidance on how to make those competencies part of the way your company develops products, goes to market, enables and rewards people, and conducts annual planning. The discussion includes an exploration of what goes wrong in companies that stumble, so you can sidestep their mistakes and avoid their fate. By embracing employees and customers, and delivering an experience they want to have again, you'll pave the way for lasting success and drive better business decisions. Over the past decade, consumers have gained unprecedented power to speak out directly, forever changing the way companies relate to their customers. The customer experience has become a major driving force behind business growth, and this book provides a framework for making it a part of every aspect of doing business. Treat your customers like the assets they are Craft a more comprehensive customer care strategy Avoid the common pitfalls that cause major damage Unify the company around the customer experience With concrete, practical advice updated for the changing consumer landscape, Chief Customer Officer 2.0 is an essential resource for every leader accountable for the customer experience.

Build trust and achieve high performance in your business by redefining team culture. Have you ever been on a team where the talent was strong, but the team wasn't very good? On the flip side, have you ever been on a team where not every single member was a rock star, but something about the team just worked? In this book, corporate consultant Mike Robbins dives deep into the ways great businesses build trust, collaborate, and operate at their peak level. As an expert in teamwork, leadership, and emotional intelligence, Mike draws on more than 20 years of experience working with top companies like Google and Microsoft, as well as his baseball career with the Kansas City Royals. And, while each team and organization have their own unique challenges, goals, and dynamics, there are some universal qualities that allow teams to truly come together and thrive. The book's core principles include facilitating an environment of psychological safety, fostering inclusion and belonging, addressing and navigating conflict, and maintaining a healthy balance of high expectations and empathy.

Throughout, Mike shares powerful exercises and tools he's successfully utilized in the keynote speeches, group sessions, and corporate retreats that he delivers, so that you and your team can communicate more authentically, give and receive feedback with skill, and create deeper connections. “Mike Robbins shares tangible techniques that leaders and teams can use to excel, backs up his ideas with important research, and provides a road map for creating a team environment of personal connection and optimal performance.” — Tom Rath, New York Times best-selling co-author of How Full is Your Bucket?

This document argues that institutions can go a step farther and create more value with the Chief Cultural Officer (CCO). In addition to the person-centered sensitivity that values each of the workers at multiple levels, the CCO is tasked and skilled with managing the cultural nuances of the workers inside and outside the corporation. The goal is to create a suitable bridge for the communication of context and value both from the corporation outward and from the host culture inward.

Winning at New Products

I'll Be Back

Chief Cultural Officer

How Great Leaders Elevate Human Energy and Eliminate Fear

How to Define, Assess, and Transform It

Igniting Passion and Performance

The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone

A heartbreaking and powerful story about a black boy killed by a police officer, drawing connections through history, from award-winning author Jewell Parker Rhodes. Only the living can make the world better. Live and make it better. Twelve-year-old Jerome is shot by a police officer who mistakes his toy gun for a real threat. As a ghost, he observes the devastation that's been unleashed on his family and community in the wake of what they see as an unjust and brutal killing. Soon Jerome meets another ghost: Emmett Till, a boy from a very different time but similar circumstances. Emmett helps Jerome process what has happened, on a journey towards recognizing how historical racism may have led to the events that ended his life. Jerome also meets Sarah, the daughter of the police officer, who grapples with her father's actions. Once again Jewell Parker Rhodes deftly weaves historical and socio-political layers into a gripping and poignant story about how children and families face the complexities of today's world, and how one boy grows to understand American blackness in the aftermath of his own death.

An MIT researcher and leading business consultant demonstrates how to increase a company's awareness of pop culture in order to gain competitive market advantages, citing the importance of gaining a real-world understanding of fast-moving trends and not outsourcing culture-related agendas.

Praise for THE CHIEF HR OFFICER The Chief HR Officer offers the most current thinking on the evolving role of the chief human resource officer (CHRO). An essential resource for experienced and aspiring CHROs, the book shows leaders how to best prepare for and perform this critical role. This comprehensive book shows how, in today's extremely competitive work environment, the job of the CHRO has expanded to encompass many important roles. Among other things, HR leaders must adapt to and address the demands of an increasingly diverse and demanding workforce, globalization, stricter regulatory requirements, increased accountability to the CEO and board of directors, and the complexity of leading the HR function with often limited resources. This vital guide is filled with rare insights and practical guidance from some of the country's most successful CHROs who have been in the trenches as well as top academics researching the field including Randy MacDonald (IBM), Eva Sage-Gavin (Gap Inc.), L. Kevin Cox (American Express), Mirian M. Graddick-Weir (Merck), and Dave Ulrich (Ross School of Business, University of Michigan, and The RBL Group). Sponsored by the National Academy of Human Resources (NAHR), the book covers a wealth of topics including how to develop a perspective and set of skills to effectively lead and perform in the role and how to approach strategy, management, leadership, ethics, and talent. In addition, the authors include information on forming and implementing activities that will further the firm's strategy, advice for coaching and counseling the CEO, and much more.

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.

Final Report of the National Commission on Terrorist Attacks Upon the United States

Chief Talent Officer

Creating a Workplace That Delivers, Grows, and Adapts

Built on Values

Chief Culture Officer: Attract Top Talent, Grow Like Crazy, and Have an Insane Amount of Fun Doing It

Powerful

The Chief Development Officer

Until recently, the chief development officer (CDO) has focused primarily, if not exclusively, on fundraising. In the past two decades, largely in response to greater demand and competition for fundraising revenue, the responsibilities and corresponding required competencies of CDOs have evolved. Today's CDOs play senior, strategic leadership roles in their organizations. *The Chief Development Officer: Beyond Fundraising* is a guide to those preparing for the role of CDO and to those charged with selecting, appointing, and supporting CDOs. It includes nine chapters, each presenting a role beyond frontline fundraising and fundraising program management in which today's successful CDO excels. There are many wonderful development leaders and many wonderful nonprofit organizations, but not always the best 'marriages' between leaders and organizations. The immediate goal of this book is better 'marriages,' supporting an ultimate goal of continued health and growth of nonprofit organizations and the essential contributions they make to a civil society.

Drawing on her first-hand experience at top companies as diverse as Lands' End and Microsoft, Jeanne Bliss explains why even great corporations can drift to delivering mediocrity to customers, and she offers a proven solution to break the cycle. Different divisions and departments in corporations can fail to communicate and act as a team—they create silos instead of a superior customer experience. Jeanne Bliss shows in stark detail how profits suffer when businesses focus on their organizational charts and not their customer relationships. This book provides leaders the tools and information they need to overcome organizational inertia and deliver a meaningful customer experience. The author includes diagnostics to determine if a company's core strengths, metrics, and systems improve or harm customer relationships. With all these tools, leaders can address the organizational challenges they face with an exhaustive review of the Chief Customer Officer role and an evaluation to determine the right solution for their culture and company.

Provides an experimental approach to innovation, using such popular culture examples as NFL Films, Starbucks, and J. Crew to show how success can be achieved through prototyping and testing. Human effectiveness is a function of human energy. When our hearts are in open states we think, decide, execute, collaborate and adapt more effectively. Human energy goes straight to the bottom line. This book will help you nurture, transform and direct the human energy in you and your organisation to inspire a healthy, high-performing team-spirit.

Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives

Reimagining Design

The Chief HR Officer

How to Build Your Customer-Driven Growth Engine

How to Create a Living, Breathing Corporation

Culturematic

The Rise of the Chief Culture Officer

"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.

Drive business sustainability, growth, and profits by taking a systematic approach to culture transformation It's no secret that culture is the key to attracting and engaging top talent and seizing the competitive edge. But the vast majority of culture efforts fail as quickly as they started. Why? Because leaders are missing the big picture. They're creating and communicating values but failing to ensure the values are tied to the purpose and the strategy of the company while also being integrated into processes, operations, and behaviors. In ReCulturing, Melissa Daimler solves this persistent problem by helping you develop a "systems" perspective of culture. One of today's most renowned thought leaders and practitioners on the issue, Daimler provides the playbook for building a business in which employees are clear on the why, what, and how they are working, such that it naturally leads to high performance and a desire to stay with their company for the long haul.

ReCulturing explains: - The everyday practice of culture--how it's actually done through behaviors, processes and practices - How to leverage core frameworks that can be tailored to design and build any company culture, whether that's a start up or a large company working - The integration of purpose (why you work), strategy (what you do) with culture (how you work) The book also features illuminating real-life stories recounting what has and hasn't worked at some of today's largest and most influential companies. Whether you're launching a startup, running a global firm, or overseeing the shift to a hybrid work setting, ReCulturing provides everything you need to the kind of culture that drives long-term business success.

Culture in the corporate setting is often difficult to describe, let alone define or defend. Leaders who puzzle over corporate culture often find it easier to leave it to HR representatives to define, and to middle managers to defend, while they focus on more "important" matters-such as the board, the shareholders, or the bottom line. In Chief Culture Officer, former OST CEO Dan Behm gives readers insights into how he and his team created an explosively satisfying corporate culture-one in which employees found themselves motivated and delighted as their leadership elevated individuals over more traditional corporate concerns. Dan himself took the reigns to lead with proactive humility, open communication, and a relentless pursuit of employee feedback. Dan writes, "It sounds more like a family than a company, and that's no accident." Intentional, transformative corporate culture and community is possible. In Chief Culture Officer, author Dan Behm shows you how to begin. How do you build a business that thrives during good times and bad? Is there a strategy that can set up your company up for success, no matter what curveballs the world may throw your way? There is: Turn customers into repeat customers, and turn repeat customers into loyal customers. Renowned customer service and experience expert Shep Hyken maintains that delivering an amazing customer service experience that keeps customers coming back for more is everyone's job.

Customer service is not a department. It's not just for people on the front lines. It's the responsibility of everyone in the organization, from the CEO or owner of a business to the most recently hired employee. It's the result of a customer-focused philosophy that must be baked into the culture. And it is what separates you from your competition. In I'll Be Back you will learn... How to design and create an experience that gets customers to return, again and again The one trackable trend that leaders must monitor every morning The difference between repeat customers and loyal customers How to build the I'll Be Back culture How delivering an amazing customer experience is within the reach of every organization The two simple words that are the secret to every customer service program Why most "loyalty programs" fail to create customer loyalty How to personalize the customer experience Why setting up or expanding self-service and digital customer service choices are is a must, not an option Ten loyalty killers that can terminate your relationship with your customers And much more! This book includes the must-have tools, tactics and strategies you need to get your customers to say, "I'll be back!"

The Insider's Guide to Culture Change

Beyond Fundraising

How Reality TV, John Cheever, a Pie Lab, Julia Child, Fantasy Football, Burning Man, the Ford Fiesta Movement, Rube Goldberg, NFL Films, Wordle, Two and a Half

Men, a 10,000-year Symphony, and ROFLcon Memes Will Help You Create and Execute Breakthrough Ideas

Reculturing: Design Your Company Culture to Connect with Strategy and Purpose for Lasting Success

Culture Spark

The Competitive Advantage of Shared Identity, Empathy, and Understanding at Work

Joy, Inc.

In the face of rapid changes and challenges to the business environment, learning and talent are key to the success of businesses. This is an area in which the Chief Learning Officer (the CLO) is vital and has evolved into a Chief Talent Officer role in organizations. The Chief Talent Officer is now responsible for working to drive value, focusing on issues such as talent, organization design and development, culture, business alignment, managing resources, innovation, technology, utilization, customer service, and ROI. Chief Talent Officer discusses the critical, value-adding role of the next generation CLO, and the strategies that can be used to fulfill this role. With a wealth of perspectives from some of the world's best talent executives, this book illuminates the role from the CLO's perspective. This revised and refreshed edition of the text includes the latest illustrative examples, explanations, and data. The reader is shown the role of the CLO from diverse, multinational points of view, and taken through the varying aspects of business strategy in a range of international environments. This book is a vital tool for managers and students, providing techniques and methods for the training, talent, and HR communities alike. It will help its readers to demonstrate and understand the potential value that can be added to any organization when it is managed and organized well, and equipped with appropriate leadership.

Levi-Strauss, the jeans and apparel maker, missed out on the hip-hop trend. They didn't realize that those kids in baggy jeans represented a whole new—and lucrative—market opportunity, one they could have seen coming if they had but been paying attention to the shape of American culture. Levi Strauss isn't alone. Too many corporations outsource their understanding of culture to trend hunters, cool watchers, marketing experts, consulting firms, and, sometimes, teenage interns. The cost to Levi-Strauss was a billion dollars. The cost to the rest of corporate America is immeasurable. The lesson? The American corporation needs a new professional. It needs a Chief Culture Officer. Grant McCracken, an anthropologist who now trains some of the world's biggest companies and consulting firms, argues that the CCO would keep a finger on the pulse of contemporary cultural trends—from sneakers to slow food to preppies—while developing a systematic understanding of the deep waves of culture in America and the world. The CCO's professionalism would allow the corporation to see coming changes, even when they only exist as the weakest of signals. Delightfully authoritative, trenchantly on point, bursting with insight and character, Chief Culture Officer is sure to expand your horizons—and your business.

Is it possible any longer to "read" markets fast enough to respond to them? A world of discrete parts is now one interconnected web of ceaseless calculation and response. Marketing has become a thing of speed and turbulence, with all the players moving simultaneously. For marketing guru Grant McCracken, the key to success in this dynamic new marketplace is to find a way to slow the world down. And McCracken believes he has the solution. It begins with understanding the mechanics at work today. He says, "Complexity has a theory. Commotion has a pattern. Dynamism has a system. We can continue to live by damage control, or we can change the way we play the game." To survive our own world of collision and speed, marketers need to see the world as "flocks and flows." In this exciting new book, McCracken deploys "complex adaptive theory" to track the movement of trends and new groupings of consumers. He shows how to monitor new trends, whether and when to introduce new brands and brand extensions, how to speak to niche markets, and how to avoid costly mistakes. McCracken's sage and witty advice could not come at a better time. His book will be a valuable aid for anyone trying to keep up with marketplace changes in our rapidly evolving world.

Achieve long-term business success—without sacrificing quarterly profits Triple Crown Leadership provides a step-by-step model for building organizations that are Excellent (high performing), Ethical (transparent), and Enduring (stands the test of time). It explains how to protect your organization's values, reputation, and profitability by focusing not only on culture, but organizational character; seeking solutions to challenges from all levels of personnel; and skillfully blending a "hard-edged" demand for results with a "soft-edged" spirit of collaboration. Bob Vanourek has held senior leadership positions at Pitney Bowes, Avery Division, Sensormatic, Recognition Equipment, and Monarch Marketing. Gregg Vanourek is the founder of Far Horizon, a leadership and personnel development firm with offices in the U.S. and Europe.

A Simple Plan for Raising Our Standards and Restoring Our Good Names

Creating Value Through Innovation

Chief Energy Officer

Building a Culture of Freedom and Responsibility

School Culture Rewired

Thriving in Your Career Shift to Stay-at-home Mom

Connection Culture

GET INSPIRED. GET EXCITED. GET RESULTS. A proven approach to corporate culture that's positively contagious You are about to enter a new era of leadership. With more competition, more connectedness, and more opportunities than ever before, this exciting new era demands a workplace culture that is collaborative, productive, energized, and contagious. A culture that encourages extraordinary growth and innovation. A culture that starts with you—showing up, setting the tone, and lighting the fire... This book is about answering that call and setting yourself up for success. It's about improving your leadership presence and your impact, not just on others but yourself. It's about creating the space you need to share your vision, state your intention, and jump-start your team. It's about working yourself over—from the inside out—so you can become the strong, effective, inspiring leader you know you can be. This is Contagious Culture, a game-changing guide to transforming corporate culture from within, developed by the award-winning creator of The IEP Method to strengthen your "Intentional Energetic Presence." This is more than a leadership book—this is your future calling. Award-winning organizational advisor Anese Cavanaugh reveals the secrets of IEP—Intentional Energetic Presence—for transforming your workplace and your life. The key to any company's success lies in its culture. This game-changing guide shows you how to shape and revitalize this culture—by setting the tone, engaging the team, and creating a dynamic working environment that encourages growth, productivity, and innovation. It all starts with you... Using the book's unique IEP Method, you can: Be the kind of leader people want to follow—not have to follow Craft your intention—and make a real impact Unleash your energy—and watch it spread like wildfire Unlock greater collaboration in your teams—and greater leadership in your people Show up for Others—by setting yourself up for success Bring out the best in everyone—including yourself Create a contagious work culture that people want to catch! With these proven step-by-step techniques, you can take control of the culture you work in and build a healthier, more functional environment—from the inside out. You'll find helpful transformative tools and exercises for improving collaborations, opening communications, and implementing changes. You'll discover the best methods for handling the toughest challenges, whether it's hiring and firing, strategizing and organizing, busyness or burnout. Best of all, you'll learn how to enhance your "Intentional Energetic Presence" (IEP) so you'll always be fully present, purposeful, and prepared to share your vision with infectious energy and enthusiasm. Contagious Culture is so much more than a leadership guide. It's a complete cultural mind-shift that's not only exciting for you and your team—it's absolutely, positively contagious.

Provides the final report of the 9/11 Commission detailing their findings on the September 11 terrorist attacks.

This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and "chief" problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing—one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? "Adapt or die." Indeed, the successful company Whitehurst leads—the open source giant Red Hat—has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age. Based on open source principles of transparency, participation, and collaboration, "open management" challenges conventional business ideas about what companies are, how they run, and how they make money. This book provides the blueprint for putting it into practice in your own firm. He covers challenges that have been missing from the conversation to date, among them: how to scale engagement; how to have healthy debates that net progress; and how to attract and keep the "Social Generation" of workers. Through a mix of vibrant stories, candid lessons, and tested processes, Whitehurst shows how Red Hat has blown the traditional operating model to pieces by emerging out of a pure bottom up culture and learning how to execute it at scale. And he explains what other companies are, and need to be doing to bring this open style into all facets of the organization. By showing how to apply open source methods to everything from structure, management, and strategy to a firm's customer and partner relationships, leaders and teams will now have the tools needed to reach a new level of work. And with that new level of work comes unparalleled success. The Open Organization is your new resource for doing business differently. Get ready to make traditional management thinking obsolete.

Why is it that most people start a job with high hopes but eventually become disillusioned? With mounting pressure for results, companies can't afford employees who are going through the motions. The truth is, most employees want to do their best at something they enjoy, feel valued for their contributions, and make an impact. The majority of leaders understand this, but making it happen can be a mystery. In Pick Up the Gum Wrapper, Joe Bertotto walks you through three proven steps to building a compelling workplace. With concentrated effort, these steps--assessing and leveraging each employee's unique strengths, setting clear behavioral expectations to unify the team, and applying effective leadership practices--will keep everyone's enthusiasm high by building a workplace that's positive, productive, and rewarding. Filled with examples and tools, this book shows you how to ensure that everyone is successful at work each day.

Flock and Flow

Culture Crossing

5 Steps to Ignite and Sustain Organizational Growth

Chief Inspiration Officer: How to Lead the Team Everyone Wants to Be on

Unlocking Strategic Innovation

The Evolving Role of the Chief Learning Officer

The Open Organization

Culture transformation expert Siobhan McHale defines culture simply: "It's how things work around here." The secret to the success or failure of any business boils down to its culture. From disengaged employees to underserved customers, business failures invariably stem from a culture problem. In The Insider's Guide to Culture Change, acclaimed culture transformation expert and global executive Siobhan McHale shares her proven four-step process to demystifying culture transformation and starting down the path to positive change. Many leaders and managers struggle to get a handle on exactly what culture is and how pervasive its impact is throughout an organization. Some try to change the culture by publishing a statement of core values but soon find that no meaningful change happens. Others try to unify the culture around a set of shared goals that satisfy

shareholders but find their efforts backfire as stressed employees throw their hands up because “leadership just doesn’t get it.” Others implement expensive new IT systems to try to bring about change, only to find that employees find “workarounds” and soon go back to their old ways. The Insider’s Guide to Culture Change walks readers through McHale’s four-step process to culture transformation, including how to: Understand what “corporate culture” really is and how it impacts every aspect of the way your organization operates Analyze where your culture is broken or not adding maximum value Unlock the power of reframing roles within your company to empower and engage your employees Utilize proven methods and tools to break through deeply embedded patterns and change your company mind-set Keep the momentum going by consolidating gains and maintaining your foot on the change accelerator With The Insider’s Guide to Culture Change, watch your employees go from followers to change leaders who drive an agile culture that constantly outperforms.

“At the core, Hit Refresh, is about us humans and the unique quality we call empathy, which will become ever more valuable in a world where the torrent of technology will disrupt the status quo like never before.” – Satya Nadella from Hit Refresh “Satya has charted a course for making the most of the opportunities created by technology while also facing up to the hard questions.” – Bill Gates from the Foreword of Hit Refresh The New York Times bestseller Hit Refresh is about individual change, about the transformation happening inside of Microsoft and the technology that will soon impact all of our lives—the arrival of the most exciting and disruptive wave of technology humankind has experienced: artificial intelligence, mixed reality, and quantum computing. It’s about how people, organizations, and societies can and must transform and “hit refresh” in their persistent quest for new energy, new ideas, and continued relevance and renewal. Microsoft’s CEO tells the inside story of the company’s continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era. Satya Nadella explores a fascinating childhood before immigrating to the U.S. and how he learned to lead along the way. He then shares his meditations as a sitting CEO—one who is mostly unknown following the brainy Bill Gates and energetic Steve Ballmer. He tells the inside story of how a company rediscovered its soul—transforming everything from culture to their fiercely competitive landscape and industry partnerships. As much a humanist as engineer and executive, Nadella concludes with his vision for the coming wave of technology and by exploring the potential impact to society and delivering call to action for world leaders. “Ideas excite me,” Nadella explains. “Empathy grounds and centers me.” Hit Refresh is a set of reflections, meditations, and recommendations presented as algorithms from a principled, deliberative leader searching for improvement—for himself, for a storied company, and for society.

Ghost Boys

How to Get Customers to Come Back Again & Again

Discover the Key to Making Successful Connections in the New Global Era

Chief Joy Officer

Universal Principles to Nurture a Spirit of Performance