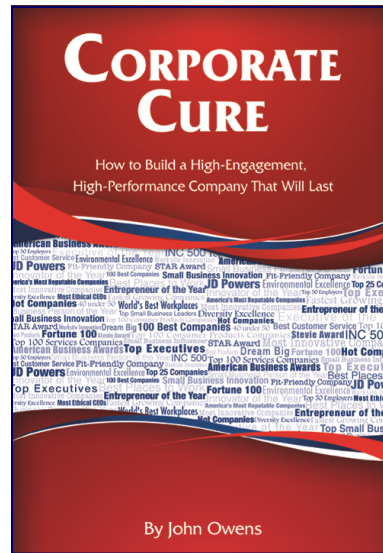


About the Book

A CEO's Journey of Discovery in How to Build a High-Engagement, High-Performance Company That Will Last

- Based on more than 500 hours of primary and secondary research and development combined with 19 years of hands-on application.
- Inspired by the two-dimensional corporate culture model introduced by Rob Goffee and Gareth Jones in 1996 focused on Sociability and Solidarity of people, John Owens and his research team evolved it into a three-dimensional model focused on Sociability of people linked to Engagement and Performance for the ultimate outcome of Endurance.
- John Owens shares his vulnerability, epiphanies, best practices gained, and roller-coaster story that solidified his determination and belief that corporate culture IS the critical success factor in building a company of endurance.
- Features countless examples and case studies of how corporate culture has played a pivotal role in much admired companies including Google, Facebook, Apple, Microsoft, Wells Fargo, SAS, Starbucks, Chick-fil-A, Johnson & Johnson, and many more!
- Introduces CURx², an assessment tool and corporate culture sustainability program developed by Owens Management's R&D team for leaders to effectively define, cultivate and maintain a high-engagement, high-performance organization.
- The final section entitled *Four Companies, Four Cultures*, presents a compelling case for how the "ideal" corporate culture could be a link to a company's enduring value to shareholders, potentially inspiring a new way to analyze the potential stock performance of a company.



Quick Facts

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How To Build A High-Engagement, High-Performance Company That Will Last

BOOK OUTLINE

Preface

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- 3: Becoming a Culture
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- 7: Communication & Culture
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II: Defining the Culture

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- 13: Fragmented Culture
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III: Aligning the Culture

- 15: Leader Engagement
- 16: Employee Engagement
- 17: Culture Shock
- 18: Shifting Cultures
- 19: Mergers & Acquisitions
- 20: Empowering Performance
- 21: Building Endurance

“Your company is as strong or as weak as the corporate culture holding it together or tearing it apart.” - John Owens

DESTRUCTIVE VS. CONSTRUCTIVE CULT: Learn the FIVE critical differences between destructive cult-like qualities and constructive qualities and why a cult-like aspect of a company’s culture is desired and solidifies its likelihood of engagement. **Pages 18-19**

BECOMING A UNITED CULTURE: Learn the THREE foundational principles of operations critical to bringing your organization’s leadership and employees together towards becoming a unified culture. **Pages 23-24**

STRATEGY THAT SOARS: Learn why SWOT analysis can stagnate a culture’s ability to effectively succeed, and how shifting to SOAR analysis can better drive engagement and performance. **Pages 33-35**

MOVER & SHAKER LEADERSHIP: Learn how being a Mover & Shaker Leader can cause confusion and disengagement, any why being a Mover helps you lead more effectively. **Pages 40-42**

LINK BETWEEN ETHICS & MORALS: Learn how high versus low personal or professional morals directly impact your ability to be viewed, accepted and respected as an ethical leader. **Pages 57-60**

CORPORATE CULTURE’S 20-YEAR EVOLUTION: Learn how John’s research and development team evolved the Goffee/Jones 1996 two-dimensional, four-quadrant corporate culture model into a three-dimensional, four-quadrant model focused on the critical link between People and Engagement and Performance for building a company of Endurance. **Pages 63-68**

FOUR CULTURES & ENDURANCE: Gain understanding of the critical differences between a Networking, Communal, Mercenary and the “uncultured” you want to avoid at all costs. **Pages 69-92**

DIFFERENT TEAM DYNAMICS: Learn the key differences between THREE formulas for team success, depending on the culture you choose to embrace. **Pages 73-74, 79-80, and 84-86**

“The premise that a company’s corporate culture could predict its marketplace value is an exciting prospect.” - John Owens

ONGOING TEAM NURTURING: Why replacing “rah rah” team building sessions and initiatives with ongoing team nurturing reaps greater results and engagement. **Pages 96-97**

LEADERSHIP EFFECTIVENESS Learn the FIVE types of leaders, and the most effective styles to master within the Networking, Communal and Mercenary cultures. **Pages 103-110**

LEVELS OF ENGAGEMENT: Learn the difference between a disengaged employee who has become cynical and resigned versus skeptical and hopeless, and which one is the most likely to be re-engaged. **Pages 113-119.**

DANGER OF CLIQUES: Gain insight to how cliques within your organization undermine everything from leadership authority to overall engagement and performance. **Pages 122-123**

ATTITUDES & BEHAVIORS: Learn how you and your team are allowing their programmed selves to undermine performance, resulting in undesirable attitudes and behavior. **Pages 129-131**

MERGING CULTURES: Learn what Wells Fargo and Cisco Systems did right, and Bank of America and Daimler-Benz did wrong. **Pages 144-147**

EMPOWERING PERFORMANCE: Learn the SEVEN success factors criteria for enterprise-wide performance to flourish, and why an employee playbook is even more essential than a handbook. **Pages 149– 154**

BUILDING ENDURANCE: Learn what companies 100+ years in business know about the powerful advantage of corporate culture as a strategic operational initiative. **Pages 155-161**

THE GOOGLE FACTOR: Learn what Google accomplished years after their IPO that Apple, Microsoft, and Facebook will never be able to claim related to their IPOs years later. **Page 230**

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The CURx² Assessment

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