

1. Record Nr.	UNINA9910464505303321
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Titolo	Above the line : how to create a company culture that engages employees, delights customers and delivers results / / Michael Henderson
Pubbl/distr/stampa	Milton, Queensland, [Australia] : , : Wiley, , 2014 ©2014
ISBN	0-7303-1251-8 0-7303-1252-6
Descrizione fisica	1 online resource (248 pages) : b illustrations, photograph
Disciplina	302.35
Soggetti	Corporate culture - United States Corporations - Sociological aspects - United States Organizational behavior - United States Customer services - United States Customer relations - United States Industrial relations - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Culture is transmitted from generation to generationA simpler definition of culture; CHAPTER 2 Why organisations should take culture seriously; The relationship of culture to business strategy; Culture is your organisation's first competitor; Culture is another word for performance; The impact of the global financial crisis; Gen Y employee expectations; Why organisations should take culture seriously; CHAPTER 3 Aligning culture and strategy; The relationship between culture and strategy; Culture and performance; Aligning culture and company strategy; Misaligned on strategy Price, service or product? Pick one!From customer value to operating model; Values alignment to strategy; Understanding values; What are values?; How do values differ from morals and ethics?; How do values function?; The role of values in an organisation; Are values as important as organisations think they are?; Part II ABOVE THE LINE CULTURE;

CHAPTER 4 Above and below the line cultures; Discovering above and below the line cultures; Below the line culture traits; Misaligned to strategy; Fearful; Angry; Taking; Draining; Empty; Lost; Disingenuous; Sense of rumour; Adopting a silo mentality
Attention turned inChildish; Reactive; Blame storms; Pessimistic; High staff turnover; 10 costs associated with a below the line culture; Above the line culture traits; Giving; Fast; Sense of humour; Belonging; Attention turned out; Mature; Adaptive; Thought leading; Willing; Optimistic; Strong employee value proposition; 10 benefits of operating with an above the line culture; CHAPTER 5 Below the line stages: dead cultures; CHAPTER 6 Below the line stages: dying cultures; Summary of culture traits at this level; CHAPTER 7 Below the line stages: disabled cultures; Owning the culture
Understanding ownership for leadersDisabled cultures; Characteristics of disabled cultures; CHAPTER 8 Crossing the line: a shift in perspective; The line and productivity; CHAPTER 9 Above the line cultures: stable; New behaviours; Summary of culture traits at the stable level; CHAPTER 10 Above the line cultures: successful; Mission and purpose; New questions; Summary of culture traits at the successful level; CHAPTER 11 Above the line cultures: excelling; New ways of thinking; The importance of intent; Features of excelling cultures; Summary of culture traits at the excelling level
CHAPTER 12 A glimpse behind the curtain: consciousness and culture

Sommario/riassunto

Position your organisation's culture to attain new heights Above the Line: How to Create a Company Culture that Engages Employees, Delights Customers and Delivers Results offers all leaders a handbook for leveraging an organisation's culture to engage staff, increase customer satisfaction and streamline business performance. A groundbreaking work, this book reveals what it takes to achieve optimum results from your organisational culture without employing the use of external consultants. This organic, in-house approach to company culture transformation saves both time and money
