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Nota di contenuto	Built on Values: Creating an enviable culture that outperforms the competition; Contents; Foreword by Steven R. Covey; Introduction: launching a culture change the right way; 1: Is a values-based culture worth the effort?; 2: "So how's that working for you?": Uncover your company's true values; 3: Craft your values blueprint: The foundation of everything; 4: Fill your company with a players: A values-based way to hire; 5: Let your employees impress you: Implement a value-centered metrics system; 6: Reward culture change: Values as a competitive advantage 7: Astonish your employees: Inspire culture change from the C-suite 8: Reinforce your values culture: Be excessive about communication; 9: Continuous discipline: Create a plan for culture maintenance; Leader's Toolbox; Notes; References; Acknowledgments; About the Authors; Index
Sommario/riassunto	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. C

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