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Autore	Lueneburger Christoph <1971->
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Sommario/riassunto

"The greatest challenge of leadership in our time is building a culture of purpose. The best minds of our time are looking not just for jobs, but for meaning. In order to attract the top talent that is necessary to thrive in a turbulent world, leaders must create organizations that are deeply invested in the long-term success of our planet, so that the most passionate hearts and creative intellects will want to work there-- because there's no place they'd rather be. What must leaders do to meet this challenge?The powerful solution for building a culture of purpose is sustainability. In casual parlance, sustainability has become synonymous with "green," but the causes of environmentalism are not fully expressive of how sustainability affects leaders and organizations today. Sustainability, at its highest level, is a way of doing business contingent on attracting and retaining the best, smartest people to help you spot and navigate challenges and opportunities that may only faintly visible today. A Culture of Purpose offers concrete, actionable insights on what it takes to create this kind of high-level sustainability across an organization, today and into the future. Grounded in exclusive case studies built around in-depth interviews with C-suite sustainability leaders at companies including Chrysler, Unilever, TNT, Walmart, Bloomberg, Levi's, and more, Christoph Lueneburger offers specific step-by-step advice for meeting this challenge. Lueneburger's model guides leaders through a clear three phase process, providing a clear roadmap for leaders to accomplish the following goals: Tap and Nurture Your Current Corporate Strengths: How to recognize and cultivate the skills and competencies of your current talent so that you bring the right people into leadership roles and develop your sphere of immediate influence Hire the Right Team: How to identify the traits in potential new hires, regardless of level and function, so that they will grow in the organization --and how to ask the right questions during the hiring process Craft Your Culture: How to shape the openness, energy, and resilience that will embody strong values across the organization Many books have described the "what" of sustainability, but this is the first to reveal the "who." Lueneburger invites readers to recognize that sustainability is not an ideological mindset, but a cultural trait of a resilient business. For leaders ready to embrace the challenge, A Culture of Purpose is an education, a revelation, and an invitation to the next generation of success. "--
