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Autore	Henderson Michael
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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
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Culture is transmitted from generation to generation A 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 in Childish; 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 leaders Disabled 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
