

1. Record Nr.	UNINA9910964762203321
Autore	Rhoades Ann <1944->
Titolo	Built on values : creating an enviable culture that outperforms the competition // Ann Rhoades with Nancy Shepherdson
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2011
ISBN	9786613678096 9781280767326 1280767324 9780470949887 0470949880 9780470949900 0470949902
Edizione	[1st ed.]
Descrizione fisica	1 online resource (253 p.)
Classificazione	BUS071000
Altri autori (Persone)	ShepherdsonNancy <1955->
Disciplina	658.4/063
Soggetti	Corporate culture Success in business Values 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	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-suite8: 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

---