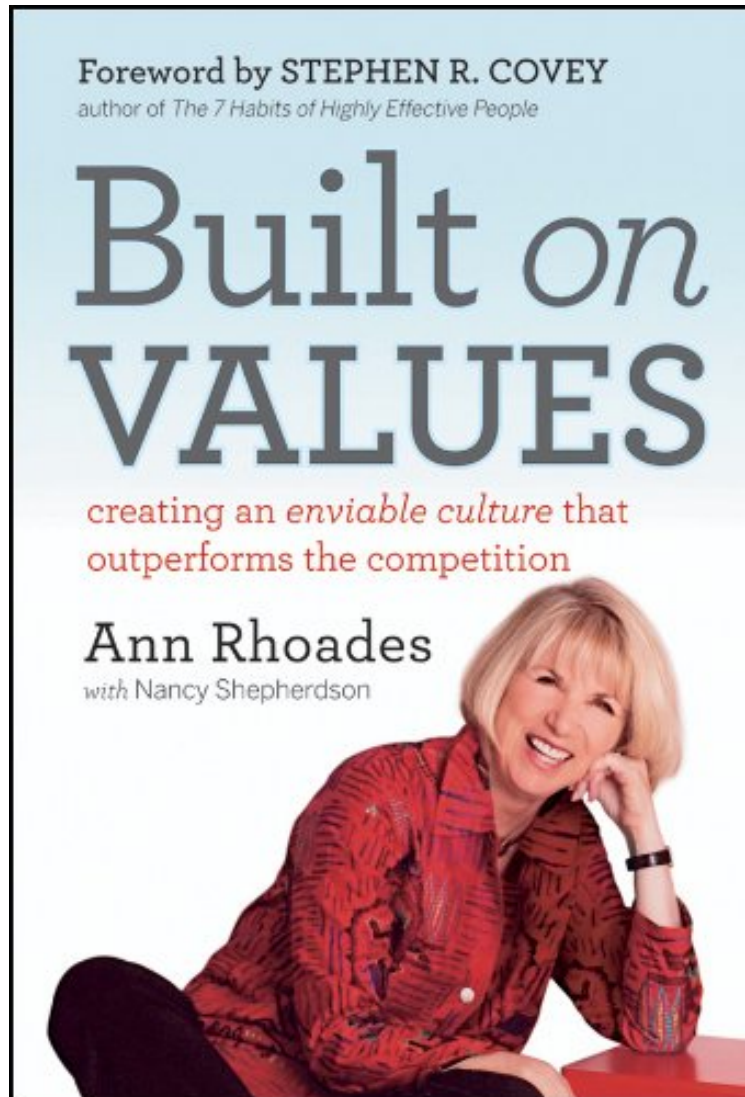


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# Built on Values: Creating an Envable Culture that Outperforms the Competition

Ann Rhoades

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**Ann Rhoades : Built on Values: Creating an Envable Culture that Outperforms the Competition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Built on Values: Creating an Envable Culture that Outperforms the Competition:

6 of 6 people found the following review helpful. Values - the Root of all PerformanceBy Rodger Dean Duncan, author of CHANGE-friendly LEADERSHIP: How to Transform Good Intentions into Great Performance.This book is a gem. Really. So many books about organizational culture come across as stuffy and self important. Not this one. Ann Rhoades, who has the "street cred" to be believable, provides an easy-to-follow model for creating a culture founded

on values. Not the superficial rah rah "values" that are confined to wall posters and coffee mugs, but the real values that are explicitly observable in people's actual behavior. When I examine an organization's culture, I use a museum mural as my metaphor. You can step back and admire a panoramic view of the artist's work. But if you really want to understand how the artist put it all together, step in close and examine the individual brush strokes. In an organization's culture, people's behaviors are the individual brush strokes. When you come to understand how those brush strokes are being applied, you better understand the culture. If you're not satisfied with what the culture is producing, change the brush strokes and maybe even adjust the hues and textures. Ann Rhoades shows how to do it. 1 of 1 people found the following review helpful. I loved every chapter and plan to read it again. By Jenn Good There are many books about values based leadership, but very few that provide step-by-step guidance on creating a values based culture. This book provides that guidance. I loved every chapter and plan to read it again. The strategy is simple in some respects, yet can make a world of difference in an organization. 1 of 1 people found the following review helpful. Built on Values - Great Guidelines and Insight. By Bob Ann Rhoades provides great insight into transforming a company's culture into a fantastic, performing engine. Starting from ground up, she outlines not just the philosophy, but the steps needed to ensure that it isn't all about verbalization, but about doing and using values as the solid foundation. Ann's insight helps identify some really important points that we know, but often overlook, such as ensuring a top-down support of the culture change. She outlines the dangers of not putting all pieces of the puzzle together. This is a great book and an enjoyable read. Keep your highlighter handy and take plenty of notes. Her book will give you the tools needed to implement a values culture.

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. Companies that create or improve values-based cultures can become higher performers, both in customer and employee satisfaction and financial return, as proven by Rhoades' work with JetBlue, Southwest Airlines, Disney, Loma Linda University Hospitals, Doubletree Hotels, Juniper Networks, and P.F. Chang's China Bistros. Built on Values provides a clear blueprint for how to accomplish culture change, showing: How to exceed the expectations of employees and customers How to develop a Values Blueprint tailored to your organization's goals and put it into action Why it's essential to hire, fire, and reward people based on values alone, and How to establish a discipline for sustaining a values-centric culture Built on Values helps companies get on the pathway to greatness by showing the exact steps for either curing an ailing company culture or creating a new one from scratch.