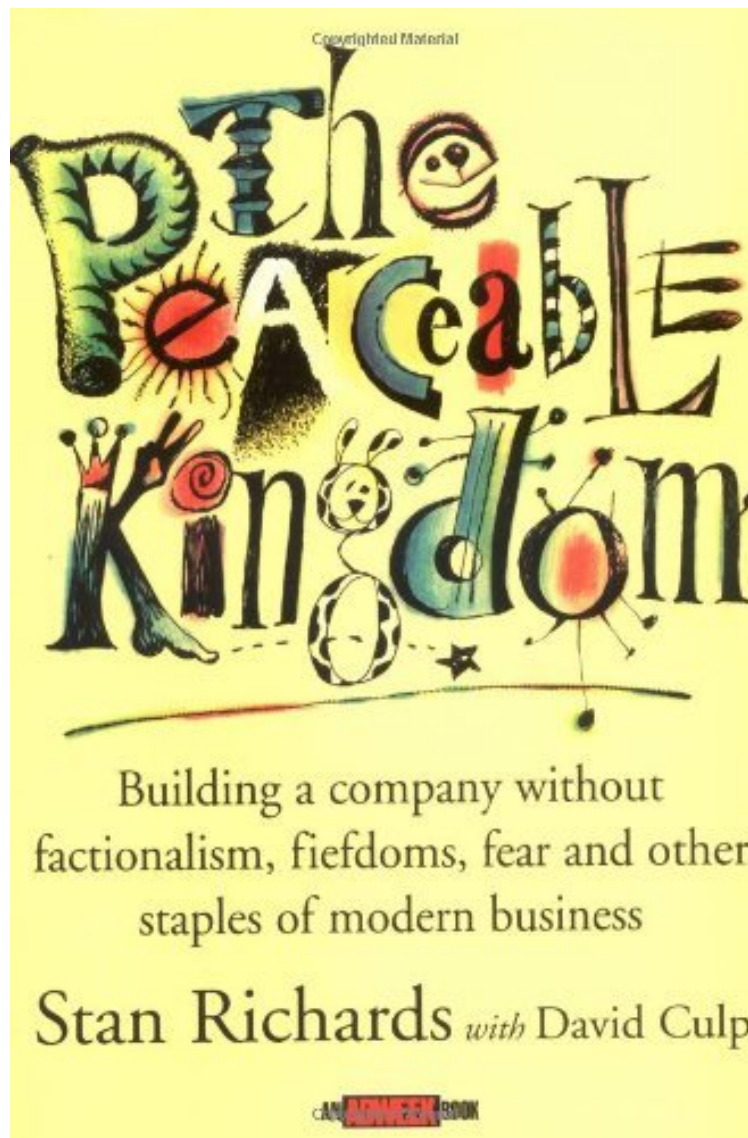


[Mobile ebook] The Peaceable Kingdom: Building a Company without Factionalism, Fiefdoms, Fear and Other Staples of Modern Business

# The Peaceable Kingdom: Building a Company without Factionalism, Fiefdoms, Fear and Other Staples of Modern Business

Stan Richards

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Stan Richards : The Peaceable Kingdom: Building a Company without Factionalism, Fiefdoms, Fear and Other Staples of Modern Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Peaceable Kingdom: Building a Company without Factionalism, Fiefdoms, Fear and Other Staples of Modern Business:

0 of 0 people found the following review helpful. Working WisdomBy Christopher ShiversThe Peaceable Kingdom is a first-person account of The Richards Group founder Stan Richards's move to Dallas and subsequent Ad Agency startup. Written in a personal and humorous tone, Richards seeks to provide practical tactics and strategies for creating a peaceful and collaborative work environment. What I find fascinating about this book is less about the practical steps taken, such as the removing of all doors to create clear open lines of communication, and more about the underlying wisdom that seems to shape Richards thinking on subjects like hierarchy, control structures and fear as motivation. "We operate, many of us, on the basis of unchallenged customs and ingrained presuppositions about the way organizations need to be structured and run." (p. 60). Richards seems to recognize that often we swallow wholesale the status quo while hierarchies and control structures erect walls of self-preservation by refusing to adapt or serve the needs of the brand. What's left in the end is not a thriving company producing great work but a control structure producing unnecessary internal management to stay alive. Under a subsection titled "Hoarding the Good Stuff" Richards pinpoints a fearful practice that stems from internal factions and circularly reinforces them. The fear of sharing ideas or help. The fearful demotivator to open the lines of assistance or communication with others is a suspicion that, "If I lend a hand it's somehow going to end up hurting me." (p. 145). The hurt may not be an intentional act from someone but maybe it comes from not being able to use that same idea to better your own interests. Clearly this behavior stifles creativity and efficiency. Richards goes on to quote Annie Dillard explaining that ideas must be given away or expressed when they happen. Nothing good comes from hoarding them away. With many anecdotes Richards describes his ideas, how they've developed and produced what TRG has become today—a successful 700-member organization still employing the principles espoused in this book. It's hard to argue with the numbers. 0 of 0 people found the following review helpful. New disciple of Peaceable KingdomBy xI have always wondered how different my life may have been had I approached Mr. Richards with my fresh portfolio right after graduating college at ETSU, instead of teaching fine art in Dallas Public School for 20 plus years where I managed to win many different art students hundreds of scholarship dollars from winning state level first and second place poster design contest now and then. I was surprisingly amused and very intrigued to learn what I missed out on maybe being a part of, after reading the whole book over the Christmas holidays. Stan is the man with the plan my friends. His book should be required reading for any commercial creative, marketing and managing students and the like who want to understand what this genius seems to have mastered, creative design, marketing and management all in one. His book gave me courage to challenge my life long ambition to eventually join the Groupers one day where the meek and the wild work together in harmony to develop great ads, moving products and services far more efficiently than many other leading ad agencies in the world. Somehow, I needed to stimulate, encourage, and focus my attention on what really matters in design communications from this top of the game leader that is as funny as Woody Allen, and as serious as Attila the Hun. Not to mention how he runs those four miles daily even as he ages with meek and grace becoming of an anointed KING of the ad world, beholden to none. I am honored just to live in the same city as this crowned prince that worked his best to create all the best. Thanks StanWyntoun1 of 1 people found the following review helpful. An excellent read for anyone interested in guiding the culture of ...By Sam N RenkinWritten a decade prior to "Delivering Happiness" by Tony Hsieh from Zappos, this book provides a template for working without silos and departmental tensions. An excellent read for anyone interested in guiding the culture of their company.

"Fresh, provocative, and powerful. Had I read this book before I started building a company of my own, it would have saved me a great deal of time and pain."-Sam Hill, President, Helios Consulting, Coauthor, Radical Marketing and The Infinite Asset "In this insane world of ephemeral company loyalty and revolving doors to top positions, Stan Richards has clearly outlined exceedingly sane ways for any company to retain star performers by creating an environment that fundamentally rejects office politics."-Dick Hammill, Senior Vice President, Marketing and Advertising, The Home Depot "For the three decades during which I was building Mullen, my hero wasn't in New York—he was in Dallas. Stan Richards built a quintessentially creative agency from the uncommon clay of courage, generosity, common sense, loyalty, and integrity. If you'd like to be famous, respected, loved, and rich, here's the manual."-Jim Mullen, Founder, Mullen Advertising "Keeping the creative spirit alive with every member of your team as your company grows should be your highest priority. The Peaceable Kingdom clearly describes how to keep the spirit alive and how to encourage every member of the team to constantly focus on improving the company and its services every day."-H. Ross Perot The Peaceable Kingdom is a story like no other—one that reveals how a company that admittedly refers to itself as strange and odd nevertheless became one of the most closely watched, respected, and profitable businesses in the advertising industry. This eye-opening book takes you inside the doors of The Richards Group, which managed to survive and prosper in this cutthroat business by defying many truisms not only for ad agencies but for businesses in general. Company founder Stan Richards, along with David Culp, unveils how unconventional methods and a willingness to break down barriers earned them an A client list including Nokia, Home Depot, Motel 6, Fruit of the Loom, Corona, and Chick-fil-A. Read The Peaceable Kingdom and see how your company—no matter the industry—can follow in their footsteps and build a more harmonious, productive, and prosperous business.

From the Inside Flap: There's much more to The Richards Group than meets the eye. On the surface, this well-known, highly respected advertising agency fits the mold of a typical business at the top of its game, with a good reputation, an impressive client list, and numerous industry awards. But if you take a closer look, you'll find their secrets to success are anything but by-the-book—with an unconventional company culture at the center of a workplace that has made The Richards Group the rarest of creatures: the flat, unpolitical ad agency. The Peaceable Kingdom is the story of how the largest independent advertising agency in America is breaking down conventional hierarchies in its organization—and making millions in the process. Stan Richards, the founder of The Richards Group, and former creative group head David Culp reveal how their company created an environment that inspires creativity and productivity—with no dress code, no manager caste, no officer titles, and a distaste for written policies. They even dispel some wild myths that have fueled intense interest in the behind-the-scenes details of this path-breaking organization. This personable yet practical book explores the company's evolution, highlighting its uncommon yet highly effective business practices. Richards and Culp outline how problems are handled at The Richards Group and provide guidance on how other companies can accomplish the same levels of achievement. You'll see how to put together a solid business in a high-strung industry with very little tribalism or fear, while holding to the mission to consistently create and present great work. As you begin "tearing down the walls" you'll learn ways to: Blend rather than homogenize your workforce Operate successfully without G.U.M. (Gratuitous Use of Management) Break down barriers within your company—both visible and invisible Become profitable without losing your creative standards Contrary to popular belief, it is possible to work without factionalism, fiefdoms, and all the other toxic staples of modern business. Step into The Peaceable Kingdom and discover a new world that will revolutionize the way your company operates—regardless of your industry.

From the Back Cover "Fresh, provocative, and powerful. Had I read this book before I started building a company of my own, it would have saved me a great deal of time and pain."—Sam Hill, President, Helios Consulting, Coauthor, *Radical Marketing* and *The Infinite Asset* "In this insane world of ephemeral company loyalty and revolving doors to top positions, Stan Richards has clearly outlined exceedingly sane ways for any company to retain star performers by creating an environment that fundamentally rejects office politics."—Dick Hammill, Senior Vice President, Marketing and Advertising, The Home Depot "For the three decades during which I was building Mullen, my hero was not in New York—he was in Dallas. Stan Richards built a quintessentially creative agency from the uncommon clay of courage, generosity, common sense, loyalty, and integrity. If you'd like to be famous, respected, loved, and rich, here's the manual."—Jim Mullen, Founder, Mullen Advertising "Keeping the creative spirit alive with every member of your team as your company grows should be your highest priority. The Peaceable Kingdom clearly describes how to keep the spirit alive and how to encourage every member of the team to constantly focus on improving the company and its services every day."—H. Ross Perot The Peaceable Kingdom is a story like no other—one that reveals how a company that admittedly refers to itself as strange and odd nevertheless became one of the most closely watched, respected, and profitable businesses in the advertising industry. This eye-opening book takes you inside the doors of The Richards Group, which managed to survive and prosper in this cutthroat business by defying many truisms not only for ad agencies but for businesses in general. Company founder Stan Richards, along with David Culp, unveils how unconventional methods and a willingness to break down barriers earned them an A client list including Nokia, Home Depot, Motel 6, Fruit of the Loom, Corona, and Chick-fil-A. Read *The Peaceable Kingdom* and see how your company—no matter the industry—can follow in their footsteps and build a more harmonious, productive, and prosperous business.

About the Author STAN RICHARDS is the founder of The Richards Group, a Dallas-based ad agency that was named Adweek's "Southwest" Agency of the Year in 1984, 1988, 1990, and 1994. In addition, the company has won eleven Clio Awards since its founding in 1976. DAVID CULP worked for eight years as a writer and creative group head for The Richards Group before becoming a freelance writer. He continues to handle writing assignments for the agency.