

#CORPORATE CULTURE

TWEET

S. CHRIS EDMONDS

FOREWORD BY KEN BLANCHARD

140 Bite-Sized Ideas to Help You Create a **High Performing,**
Values-Aligned Workplace that Employees **LOVE**

BOOK 01

A THiNKaha® BOOK

#CORPORATE CULTURE **tweet** Book01

140 Bite-Sized Ideas to Help You Create a High Performing,
Values-Aligned Workplace that Employees LOVE

Book Excerpt

By S. Chris Edmonds
Foreword by Ken Blanchard

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Help You Create a High Performing, Values-Aligned Workplace that Employees LOVE

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Help You Create a High Performing, Values-Aligned Workplace that Employees LOVE



Foreword by
Ken Blanchard

“Packed with wisdom, Chris Edmonds’
bite-sized nuggets on corporate culture
will make your organization healthy.
Take at least one a day!”

Ken Blanchard (@kenblanchard) is the
chief spiritual officer of the Ken Blanchard
Companies and the mega-bestselling author
of nearly 50 influential books, including
The One Minute Manager®.

Section I: What is Culture?



Section I

What Is Culture?

Most leaders never think about their organization's culture, yet it has a powerful impact on employee performance and passion. The ahas that follow help define what a healthy workplace culture looks, acts, and sounds like.

1

How you treat your employees and customers tells me more about your values than anything posted on your walls.

2

How you manage your direct and indirect reports becomes dinner conversation with their families and friends each night.

3

A high performing, values-aligned culture requires senior leaders to be cheerleaders, role models, and teachers daily.

4

In order to maximize opportunity, you must align your company vision, purpose, values, goals, and strategies.

9

Do daily plans, decisions, and actions align with your company's stated vision, purpose, values, and goals?

10

Does every player in your company have a clear performance plan which includes defined goals and values expectations?

11

Are your leaders seen as talented, credible believers in team members' success? Do they demonstrate trust and respect in every interaction?

Section II: Creating Culture Standards



Section II

Creating Culture Standards

Most organization's cultures happen by default—not by design.

The ahas in this section describe the requirement for clear performance standards, clear values standards (in the form of observable valued behaviors), and accountability for both.

39

Leaders, ask your team: “Are there things you see happening to customers that shouldn’t?” Address those issues and customers will be wowed!

40

Your employees are your *first* customer; purchasers of your products/services are your *second* customers. Treat employees like *gold*.

41

Values-aligned leaders always own up to their mistakes and share learnings so others won't go down the same path.

42

Balance strategic leadership (vision, values, plans) with operational leadership (goals and tactics). Most spend 95% of time on operational.

Section III: Great Boss Behaviors



Section III

Great Boss Behaviors

Most of us remember our best boss ever, a person who created a work environment that enabled us to perform at our best while being incredibly satisfied with our boss, our team, and our work. Ahas in this section describe how great bosses behave to ensure culture standards are acted upon each day.

71

Great bosses don't need an "open door policy." They manage by wandering around, engaging staff every day.

72

Leaders: Spend two hours a week connecting with select employees (F2F or virtual); ask what's going well and what's not. Then do what's asked.

73

Who are you? What are your values
and how do you act on them each day?
Are your values aligned with your
organization's values?

74

Leaders: hold 30-minute 1:1 meetings
with direct reports every 2 weeks.
NO AGENDA except to see what they
need & how they're doing.

75

Leaders: your job = manage performance *and* employee relationships. Performance success is good; effectiveness at managing both is *great*.

76

Great bosses are unafraid to tell team members “I don’t know.” Learning new skills and approaches is a priority.

77

Whether you believe your staff are “slackers” and mean harm or you believe your staff are high-performing “stars,” you are right.

Section IV: Sustaining Your Desired Culture



Section IV

Sustaining Your Desired Culture

Culture change is hard—and it takes disciplined effort to focus on culture management day in and day out.

The ahas in this section focus on accountability behaviors and actions that ensure your desired culture is embedded and acted upon.

106

Great bosses express
sincere thanks to staff
members for their specific
contributions, every day.
Practice “active praising!”

107

Call a customer today. Don't sell them anything. Ask how your company is doing and what you could do better. Fix issues and share insights.

108

Hold staff accountable for performance *and* values expectations. *How* they meet their goals is vitally important!

109

Crush stupid policies; they demotivate and create negative energy. Which policies are stupid? Ask your employees. They marvel at them daily.

110

Leaders: Do your team members understand how accomplishing their goals helps their department and, ultimately, the organization succeed?

111

Leaders: Each week, host an informal lunch forum with 6-8 random employees. Ask what's going well and what's not. Fix what's not ASAP!

138

Great bosses look to engage staff in solutions—they can't know the exact right answer to every challenge.

139

Great companies change all the time—they refine strategies, tactics, markets. What *does not* change is their values base.

About the Author



S. Chris Edmonds is a speaker, author, and senior consultant with the Ken Blanchard Companies. Chris is co-author of Blanchard's bestselling book, *Leading At A Higher Level*, and co-author of Blanchard's award-winning culture change process. Chris is Blanchard's culture expert and has helped numerous clients create a high performing, values-aligned culture using their proven process. Chris has thousands of Twitter, Facebook, and LinkedIn followers who look forward to his culture tweets each day.

Chris is also a member of the Jones and Raine band, a recording artist for Graystone Records, based in Denver, CO.

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Create a Workplace Culture of
Great Performance and Employee
Work Passion!

"The inspirational Chris Edmonds teaches us his values-aligned and high performance wisdom so we can connect the dots about corporate culture."
Lolly Daskal (@lollydaskal) is a speaker, facilitator, and coach who guides others to "Lead From Within."

"Whether you want to think about, learn about, or go about improving your organizational culture, you need this amazing little book!"
Kevin Eikenberry (@kevineikenberry) is a leadership expert, speaker, consultant, and author of several books, including "From Bud to Boss."

"Chris's culture tweets are engaging, challenging reminders of how to create healthy, fun, energetic work environments. Read and be inspired!"
Becky Robinson (@beckyrbsn) is a writer, social media consultant, and blogger at www.weavinginfluence.com.

"Chris Edmonds is first a learner and then a teacher. His learner's spirit makes him a great teacher. It's great learning from him again."
Dan Rockwell (@leadershipfreak) is a community leader and consistent #leadership Top Tweet'er.

In the actionable and accessible tweet format, Blanchard senior consultant **S. Chris Edmonds** shows you how to create and embed a positive, thriving organizational culture.



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