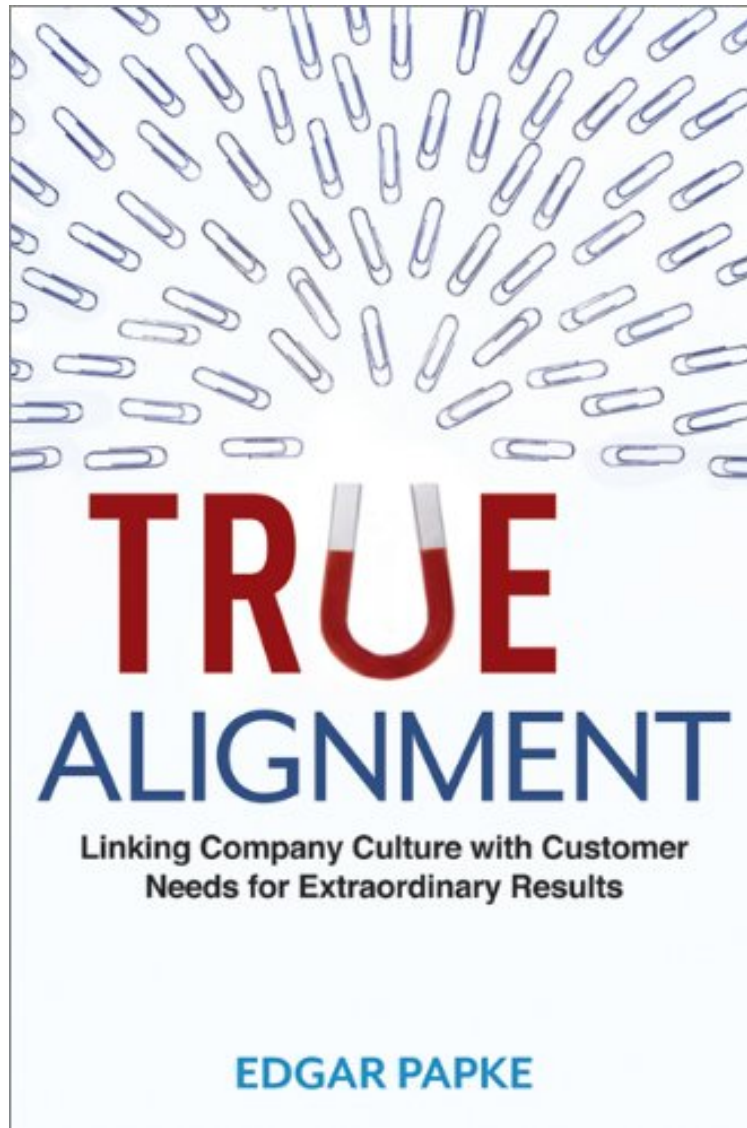


True Alignment: Linking Company Culture with Customer Needs for Extraordinary Results

Edgar Papke

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Edgar Papke : True Alignment: Linking Company Culture with Customer Needs for Extraordinary Results before purchasing it in order to gauge whether or not it would be worth my time, and all praised True Alignment: Linking Company Culture with Customer Needs for Extraordinary Results:

0 of 0 people found the following review helpful. A business book that's a work of art! By Doug Gertner, Ph.D. Alignment is the centerpiece of this compelling read, but the True core of Edgar Papke's fine new book revolves around "the human art of business." The author, a thought leader and compelling coach (he's advised me for two

decades), offers more than the typical blueprint for corporate ascendancy; indeed Papke's own heart is open and reflected in the myriad real-life examples and case studies that all lead to what for me is the volume's most profound message: "Business is the most advanced form of human art." Edgar's elemental understanding of both company culture and those real-life beings who populate every endeavor and exchange of the organization, lend to the credibility and readability of this work. Don't miss the point, as Edgar Papke reminds readers: It's Always About the People. Understand your customer's needs - both internal AND external - and Papke explains them in terms that every reader will relate to - and you will truly align with the "Ideal Culture" and achieve great success and extraordinary results. Share this book at every level of any size organization and see what I mean. 1 of 1 people found the following review helpful. A great blueprint for creating an optimized company By Russ von Frank Well written and a must read for any CEO interested in creating a highly optimized, efficient and "best place to work" where everyone involved looks forward to going to work. 0 of 0 people found the following review helpful. Anyone looking to advance cohesion- be it business/group oriented, ... By GINGER Anyone looking to advance cohesion- be it business/group oriented, will find this book valuable to no end!

Alignment is the single most critical business challenge for any organization and its leaders. Without it, inefficiency, conflict, and disengagement will cripple your ability to provide value to your customers. Companies live or die based on their ability to communicate and deliver on the promise their brand makes to its customers. To do this effectively, leaders need to clearly define the vision and strategies that support that brand intention and ensure these are manifested in the roles, expectations, and goals of each and every member of the organization. A blueprint for businesses of all types and sizes, True Alignment reveals how to:

- Decipher customer expectations
- Define the brand as a solution to the customer's needs
- Turn the unique selling proposition into the mission
- Create a company culture where everyone is aligned to this vision and responsible for living the brand promise
- And more

Whether you're a manager, a business owner, an executive, or CEO, True Alignment is an essential resource that will help you compete and succeed in today's complex and rapidly changing business environment.

"As one of today's top leadership experts, Edgar defines the importance of the role of transparent and authentic leadership and aligned culture. True Alignment is a must-read for every leader." --John Hickenlooper, governor of Colorado

"Read this book if you want to win the hearts of your customers and the loyalty of your employees." --Jill Layfield, CEO, backcountry.com

From the Inside Flap Alignment has long been the greatest challenge of leadership. No one accomplishes anything alone; and when your people aren't working together in support of the shared goals of your organization, the result is missed opportunities, failed objectives, and unmet promises to your customers. Whether you're a manager, a business owner, an executive, or CEO, the most critical task you face is in clearly defining the vision and strategies that support your brand intention, and ensuring these are manifested in the roles, expectations, and goals of each and every member of your company. Too often, employees and team members are unclear about what they are contributing to, disengaged emotionally from why they are doing it, and confused and fearful because they don't really understand how they are supposed to do it. It is no surprise that even the smartest of companies struggle with alignment, focusing on individual aspects of the business such as vision, strategy, processes and systems, and culture, while still failing to ensure that they are clearly and strongly aligned. Taking a clear, systemic approach centered around the four elements of customer, brand intention, culture, and leadership, True Alignment presents an effective, easy-to-apply framework for tackling the challenge of alignment head-on, giving you the tools and guidance you need to ensure that:

- Leaders are responsible for role modeling, reinforcing, and leading a company culture committed to the reputation and success of your organization.
- Goals and strategies are demonstrated across and down through your organization by the contribution every employee and team member makes to your company's vision and brand.
- Every employee is aware of how success is created at an individual, group, and company-wide level, and how it adheres to the values, beliefs, and expectations of your business.
- Your people display unyielding resilience, even in the face of difficult issues and challenges that could threaten to throw them off course and make them lose sight of their mission, vision, and intended outcomes.
- Every decision and action taken by every member of your organization fits into the culture, and parallels what your company has promised to deliver to its customers. If you strive to compete and succeed in the chaotic and rapidly shifting business environment we compete in, you must ensure that your people are more engaged and committed than ever before. This book supplies you with a practical approach to alignment, and a clear and simple roadmap to success.

EDGAR PAPKE is an author, business consultant, leadership coach, and award-winning international speaker and teacher. He has received worldwide recognition for The Business Code, providing a unique approach to organizational alignment, change management, and performance. Connect with Edgar Papke at: www.edgarpapke.com

From the Back Cover Chances are you're all too familiar with the consequences of misalignment in your organization: Inefficiency. Dysfunctional conflict. Disengagement. A lack of focus on your business's key goals, resulting in poor performance and fuzzy accountability. Without a shared and consistent approach to serving your customers, you run the risk of hurting your brand's reputation, and losing the trust and loyalty of those you

intend to serve. In short, if everyone in your company isn't working together toward the same outcome, you're not only failing as a leader . . . your company is most likely in grave danger. Presenting a comprehensive lens through which to view the patterns of behavior by which your company culture can be intentionally led, True Alignment reveals a systematic blueprint for aligning internal behavior: how the people inside your organization engage with each other; to external behavior: how they engage your customers. Step by step, this book shows you how to:

- Develop a clearly articulated and understood vision of what your organization wants to accomplish so that your people know what the desired outcomes are.
- Enable your employees to innovate and continuously create and deliver products or services that reflect and align with your customers' expectations.
- Encourage emotional engagement by ensuring that your people know why what they're doing matters and the benefit it brings; that they believe in what is being created and care deeply about it; and have a shared sense of purpose and feel responsible for their contribution to making it happen.
- Ensure that your people are aligned on how to work together to achieve results, with clear steps and procedures in place enabling them to act in alignment with the values and beliefs of your organization culture. The ultimate mark you make as a leader is in how truly aligned your company is. When you leverage alignment across your team and organization, you create an environment in which your people communicate at broader and deeper levels; increase the opportunity for the exchange of ideas; and take critical thinking and problem solving to higher levels, all resulting in increased innovation, creativity, and better performance. Filled with practical guidance, this is an essential resource for revitalizing your entire organization.