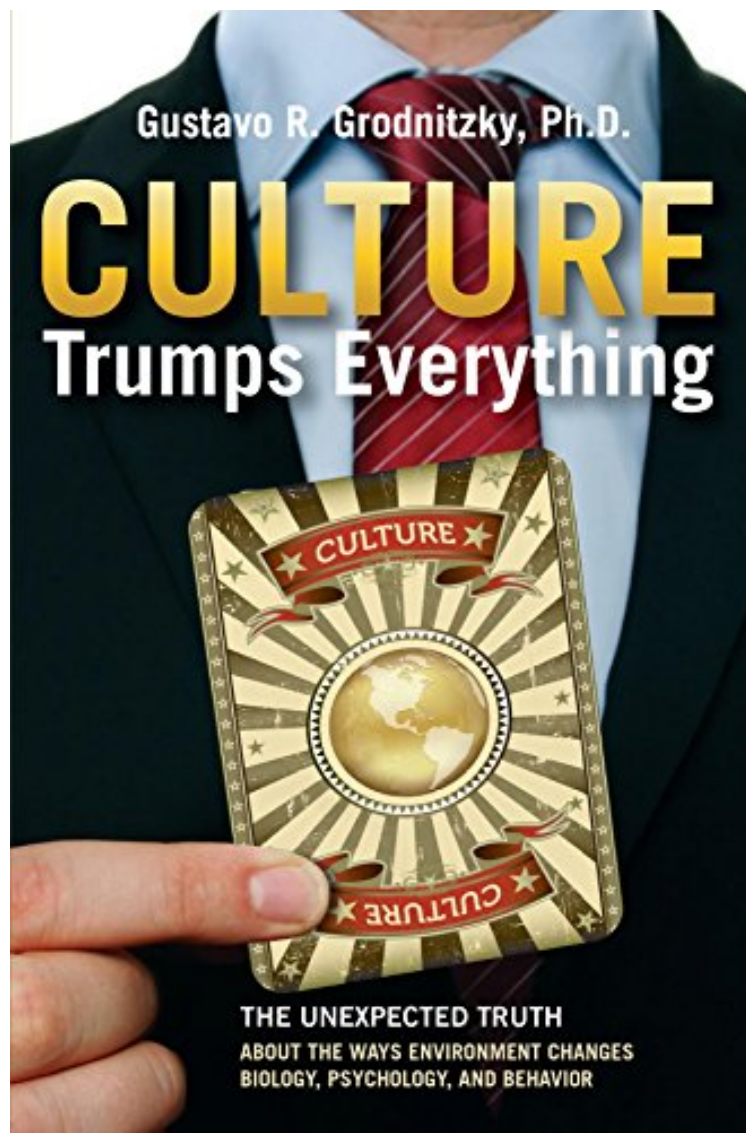


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Culture Trumps Everything: The Unexpected Truth About The Ways Environment Changes Biology, Psychology, And Behavior

Gustavo R. Grodnitzky

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Gustavo R. Grodnitzky : Culture Trumps Everything: The Unexpected Truth About The Ways Environment Changes Biology, Psychology, And Behavior before purchasing it in order to gage whether or not it would be worth my time, and all praised Culture Trumps Everything: The Unexpected Truth About The Ways Environment Changes Biology, Psychology, And Behavior:

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fantastic book. Our entire Senior Leadership team is reading it and we are understanding the critical nature of having a strong workplace culture. Easy to read and very understandable. 0 of 0 people found the following review helpful. Must read for all business leaders. By Carin Kyle. Old school industrial revolution profit-first paradigm is no longer relevant - valuable, detailed lessons for culture-based business success. Will read again. 1 of 2 people found the following review helpful. Clean and to the point, yet engaging and entertaining at the same time. By T0m0. In the world of "fix your company", "how to manage", and "leaders need to be people too" books, Dr Grodnitzky's book is a welcome breath of fresh air. It is neither ponderous nor overly repetitive, a condition so many books of the "genre"; especially those written by academics tend to be. His use of case studies is extensive as well as his use of observational research. Anyone considering a startup, or even taking the helm of a Fortune 500 would do well by themselves to read and understand the concepts Dr. Grodnitzky puts forth. Obviously we cannot all "pull off" the Zappos approach across geographies, nor can we all build the level of 1-1 interaction with remote or mobile employees that some of his conclusions seem to recommend, but at the same time we can learn well from the mistakes of Carly Fiorina's tenure at HP, or the myriad small businesses that never make it. With the shifting of generations in the workforce and marketplace, it is very important to understand the impacts of your corporate culture not only on your employees, but your prospective employees and customers as well; because "Culture Trumps Everything". Buy it, read it, enjoy it, apply it.

What determines our behaviors as human beings at the individual and organizational level? Although it often feels as though either our biology or our personality (or both) guides our decisions about issues large and small, increasing evidence suggests that...culture trumps everything. What happens when people who are normally loud and boisterous walk into a church or a library? They lower their voices. Did they suddenly change their biology or their personalities? Of course not. They simply responded appropriately to cultural expectations of behavior. It seems obvious in this case, but the truth is that culture has a similar impact on virtually everything that every one of us does - every day - without even realizing it. The many cultures that each of us simultaneously belong to have a disproportionate impact on the ways we think, feel and behave. As a result, leaders of organizations both large and small have the opportunity to shape their cultures in ways that foster positive outcomes for all stakeholders - from employees, to senior leaders, to shareholders, to the broader community. This book investigates the powerful ways in which a variety of factors, to include behavioral norms, alternative corporate models, habit patterns, connectedness, trust, language, and time perspective, impact the creation of "quintessence" in organizations. It is this quintessence - or lack thereof - that ultimately determines the success and sustainability of organizations. As leaders, we get the organizations we deserve, as a direct result of the cultures we nourish (or neglect). If we want to ensure the best possible outcomes for ourselves and our organizations, we must focus on developing the cultures that foster success for all stakeholders, because...culture trumps everything.

About the Author. Dr. Gustavo Grodnitzky is a speaker, consultant, psychologist, and author whose diverse background brings a unique and multidimensional perspective to his global clients. After obtaining his Ph.D. in clinical and school psychology, he completed post-docs in both cognitive therapy and forensic psychology. He has previously run an inpatient drug rehabilitation unit in a correctional institution and an outpatient mental health center. For the past 15 years, Dr. Grodnitzky has focused on engagements with corporate clients, and he has worked with Global 1000 companies around the world, as well as with smaller, often family-run, businesses. As a consultant and professional speaker, he has delivered more than 1,000 presentations on a variety of topics, including corporate culture, emotional intelligence, anger management, and integrating multigenerational workforces. When not traveling to see clients or give presentations, Dr. Grodnitzky lives in the mountains west of Denver, Colorado with his wife and his Black Lab.