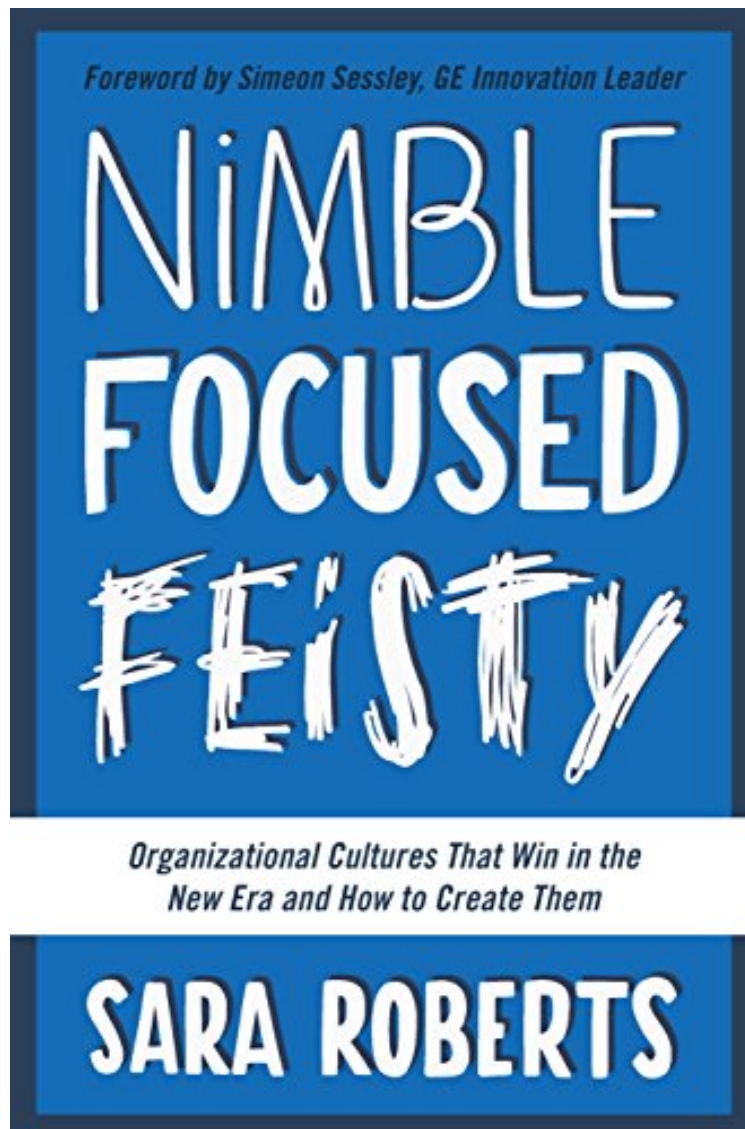


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Nimble, Focused, Feisty: Organizational Cultures That Win in the New Era and How to Create Them

Sara Roberts

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Sara Roberts : Nimble, Focused, Feisty: Organizational Cultures That Win in the New Era and How to Create Them before purchasing it in order to gage whether or not it would be worth my time, and all praised Nimble, Focused, Feisty: Organizational Cultures That Win in the New Era and How to Create Them:

1 of 1 people found the following review helpful. Culture Rules! And this book cracks the code...By D. Davidovic Thoroughly enjoyed reading the book and am keeping it nearby as a valuable reference. Everyone looks for

the "magic sauce" that makes some companies more successful than others - even when they seemingly have all the same ingredients of product, strategy, technology, process and people. Sara has captured the essence of why creating and maintaining the right culture is essential if a strategy is to succeed. I have always believed that a company culture is not an accident or something that happens in some obscure organic way. Having worked for companies with fantastic cultures and seeing what it took to nurture these powerful cultures, I can say that this book provides great food for thought and very practical information on how the right culture can be seeded, nurtured and harvested. 1 of 1 people found the following review helpful. Culture is hard, not soft. By H. Kennedy For anyone mistaking Sara Roberts' book as another rerun of a few common HR rules, this book is anything but. It's thick in the best way: thick with research, thick with insights, and thick with substance. I thought I would fly through Nimble Focused Feisty as a breezy business read, but it's more like an MBA textbook. I had to slow myself down to really soak it all in. Again, in the best way. Tons of examples, great storytelling, lots of best practices to follow. It's ultimately about the power of true alignment from the top to the front lines of an organization, which I see (as a marketing executive) is so woefully rare. This book can help get you there. Highly recommended. 0 of 0 people found the following review helpful. Fantastic read; excellent insights By Bryant Jenkins Great book...which gives fantastic guidance to organizations of any size in meeting the challenges of today's business environment

Leaders have talked about the importance of corporate culture for decades, but the success of iconic companies like GE, Apple, and Google shows how culture is a strategic lever that can be utilized for driving growth, change, and innovation. In this new age of globalization, rapid technology shifts, and constant disruption, the 21st century marketplace is more volatile and uncertain than ever. To thrive, businesses need a new kind of emphasis around culture. Sara Roberts, former CEO and founder of Roberts Golden and a seasoned executive consultant to dozens of Fortune 500 companies and CEOs, sees how flourishing companies from established market leaders to the surprising upstarts share three distinct attributes: Nimble: They are much faster and more agile than ordinary organizations Focused: They use their sense of purpose as a lens to understand and meet the needs of customers and markets Feisty: They play big and act bold to capitalize on advantages and out-muscle the competition For successful companies in this new era, culture is not about playing defense but about going on offense. It's purposely designed, leveraged, and honed to deliver value and drive growth. In Nimble, Focused, Feisty, Roberts provides not only a look into what these organizations are doing differently but also a blueprint and framework so your company can create a cultural strategy to thrive in the new era.

Roberts's emphasis on mindset, connected leadership, and the feisty spark is the right recipe to begin the cultural change journey. She gets down to the brass tacks of what it takes to steer a big ship onto a better, more enlightened course. Erin Sellman, senior vice president and head of strategy, insights, and planning at Lowers Companies, Inc. In Nimble, Focused, Feisty, Sara Roberts demonstrates just how important organizational culture is for success and shows you what kind of nimble and focused culture you need to build to thrive in today's turbulent world. She offers a highly practical book that is invaluable not just for senior leaders but for anyone who yearns to thrive at work. Morten T. Hansen, professor and faculty director at UC Berkeley's Center for Leadership, coauthor of the New York Times bestseller Great by Choice, and author of Collaboration Innovation gets all the buzz, but that's not what's going to save your company. We live in a new world. You need to transform your culture to thrive . . . to have impact. Sara Roberts shows you how. Brant Cooper, author of the New York Times bestseller The Lean Entrepreneur and founder of Moves the Needle Nimble, Focused, Feisty shines an important light on company culture. Chilling to those who would ignore culture, and inspiring to those wishing to build it, Sara Roberts's words are vital to those care about the future of their company. Dan Adams, Founder of the AIM Institute and author of the bestselling book New Product Blueprinting: The Handbook for B2B Organic Growth