

THERE IS NO PLACE WORK

About the Book

Imagine hearing your employees say, "This company is like family." "I can't imagine working any place else." "This is where I belong." Well, you don't have to travel over the rainbow to achieve that level of dedication and commitment from your employees. You can find the answers within your own company—by understanding your workplace culture. Contrary to popular belief, culture is not some amorphous and accidental phenomenon. This crucial element in long-range organizational success is definable, measurable and moldable. That process is called CORE Culture Management, and you will learn to master it by understanding CORE Culture and the Five Ps.

We wrote *There Is No Place Like Work* to explain how to analyze your CORE Culture, align it with your workplace practices and, as a leader, gain the insight necessary to shape it. The goal: to competitively express your organization's essential nature in a way that yields bottom-line success. This effort is not simply philosophical, although Philosophy is an element of it. This book is a practical tool for making more money, coping better with change and creating a genuinely dedicated workforce.

There Is No Place Like Work is based on hands-on, real-world concepts we have used with CEOs, managers and employees in organizations ranging from the Fortune 500 to nonprofit. These organizations have accomplished the ultimate goal of managing their CORE Culture: to build a staff of motivated employees who feel individually that they are doing meaningful tasks in the *right* place—a workplace that offers a sense of belonging and opportunity for the individual and profits for the organization.

Part I of *There Is No Place Like Work* presents the basics of CORE Culture in a modern business parable. You'll recognize its roots in *The Wonderful Wizard of Oz*. This story is a suitable metaphor for understanding culture and the importance of creating a workplace where employees feel at home at work. Part II begins with a brief description of the research that is the basis for our work and then covers critical steps in CORE Culture Management. Drawing from our clients' experiences, we've created cases and examples to show you how to harness the Five Ps, a set of key parameters delineating critical elements of your organization: Purpose, Philosophy, Priorities, Practices and Projections. We walk you through developing your company's CORE Culture Map, which gives you a visual emblem of your organization's identity and core principles. Then, we brief you on how to align your organization to the CORE Culture.

Our intent as authors is straightforward: to help you understand and shape your organization's CORE Culture step-by-step. Having leaders with a mastery of CORE Culture Management fulfills every organization's goal: to prosper as it seeks to continuously accomplish its authentic Purpose. Now, step onto our metaphorical Yellow Brick Road, and join us on the journey to a workplace you and your employees can call home.