



The critical few

energize your company's culture by choosing what really matters

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Contents

For the first time, this book lays out the Katzenbach Center's proven methodology for identifying your culture's four most critical elements: traits, characteristics that are at the heart of people's emotional connection to what they do; keystone behaviors, actions that would lead your company to succeed if they were replicated at a greater scale; authentic informal leaders, people who have a high degree of "emotional intuition" or social connectedness; and metrics, integrated, thoughtful measures to track progress, encourage the self-reinforcing cycle of lasting change and link to business performance.

By leveraging these critical few elements, you can tap into a source of catalytic change within your organization. People will make an emotional, not just a rational, commitment to new initiatives. You will elicit enthusiasm and creativity and build the kind of powerful company that people recognize for its innate value and effectiveness.

Topics

Leadership

Organizational behavior

Corporate culture