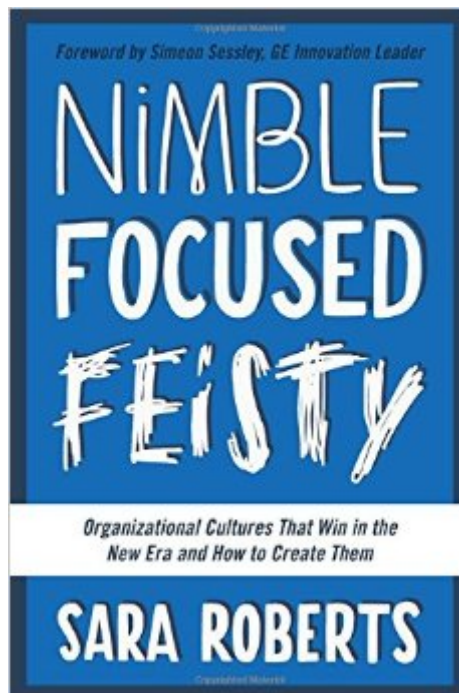


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# Nimble, Focused, Feisty: Organizational Cultures That Win In The New Era And How To Create Them



## Synopsis

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.

## Book Information

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## Customer Reviews

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.

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.

I just got the book a few days ago and devoured it. Now, my plan is to get it for all the people I know who work in corporate environment - there is just a whole lot we can all learn from Sara Robert's book. The author uses numerous examples of real life corporate environments - all super fascinating - to make a critical point about culture. Culture is at the heart of the problem and the key for its solution. In particular in Silicon Valley, innovation is rarely the challenge. Our primary challenge is to create, support and sustain the right cultural architecture that would nurture innovation. At the same time we have to work towards internal culture that is adaptable enough to transform rapidly and smoothly. This book teaches us how to do it well by providing methods, tips and experiences of different companies: It is a fluent illuminating read and I recommend it to everybody.

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