



# Compass: Creating Exceptional Organizations: a Leader's Guide

*William F. Brandt Jr.*

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# Compass: Creating Exceptional Organizations: a Leader's Guide

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## **Compass: Creating Exceptional Organizations: a Leader's Guide** William F. Brandt Jr.

A how-do-do-it Compass for business leaders, executives and managers—for-profit and non-profit organizations, large and small. Filled with lessons that provide education, training and tools to support change and progress—it will enable you to create the type of entity you truly desire, and reduce time and costs in making your “Exceptional Organization” viable, sustainable, and valued.

Filled with inspiring essays and stories designed to challenge the reader's outlook—when the techniques in this guidebook are applied to your enterprise, your members and employees will benefit by having a shared vision and understanding of current reality, along with a set of common beliefs, values, and a language for interaction at all levels.

The traditional view of economic reality holds that the pursuit of “self interest” benefits not only individuals but also society. While this book acknowledges the past successes of this premise, it offers a new, more powerful paradigm—the simultaneous pursuit of both “self-interest” and “concern for others.” This new orientation provides a guide for behavior that reflects both the greatest aspirations of humankind and the reality of the world we live in.

As a leader, you can act according to this “new paradigm” and create “Exceptional Organizations” that are “viable” (they achieve their purposes while acting according to society's highest values), “sustainable” (viable over time), and “valued” (all your owners, employees, clients, providers, and communities benefit far more than with competitors). Such Exceptional Organizations foster the personal, professional, and moral growth of their members and are valued by society because society is among their stakeholders.

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