



Walking the Talk: Building a Culture for Success (Revised Edition)

Carolyn Taylor

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A new, fully revised edition.

The culture of an organisation can mean the difference between success and failure. Leaders cast long shadows, and if you want to change the culture you have to walk the talk. This book shows you how.

Walking the Talk covers everything from measuring corporate culture to changing people's behaviour (including your own) and describes in detail six archetypes of company culture: Achievement, Customer-Centric, One-Team, Innovative, People-First and Greater-Good. Packed with fascinating examples and case histories, and drawing extensively on Carolyn Taylor's twenty years' experience of building great cultures, it will give you the confidence to build a culture of success in your own organisation.

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