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Carolyn Taylor

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CAROLYN TAYLOR




WALKING THE TALK


Building A Culture For Success

'An indispensable handbook'

**Robert Joss, Dean Emeritus, Stanford
Graduate School of Business**

NEW, FULLY REVISED EDITION

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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.

"An indispensable handbook" -- Robert Joss, Dean Emeritus, Stanford Graduate School of Business "Carolyn's guidance on culture has served me well over many years, with excellent results, and this book captures the essence of her approach extremely well. I recommend the book to all who want a practical approach to improving their culture. The chapter on Mergers Acquisitions has been particularly valuable for my executive team." -- Marc Allera, Chief Commercial Officer, EE "The people and culture of an organisation are truly the most critical assets; they also cannot be easily replicated, if at all. This book provides the guidelines to allow executives to manage their culture more actively, providing practical explanations of how culture works and what can be done to accelerate change." -- Laura McKeaveney, Global Head of HR, Novartis Pharma "Packed with energy and enthusiasm and a "can-do" attitude, *Walking the Talk* transforms the dream of change into an everyday reality. A must-read for any manager embarking on the journey of cultural change." -- Professor Lynda Gratton, London Business School
About the Author Carolyn Taylor is one of the world's foremost experts in organisational culture change and the CEO and co-founder of the specialist culture management company *Walking the Talk*. During her 30 years in the field, Carolyn has worked with over a hundred companies - and over 100,000 leaders - globally, and in every sector.