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CHANGE THE CULTURE, CHANGE THE GAME

**The Breakthrough Strategy for
Energizing Your Organization and
Creating Accountability for Results**

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ROGER CONNORS and **TOM SMITH** are the principals and founders of Partners in Leadership, Inc., a leadership training and management consulting company. They are the coauthors of *The Oz Principle*, *How Did That Happen?* and *Journey to the Emerald City*. Both authors have been featured in numerous TV broadcasts and have jointly led major consulting projects in different countries. Roger Connors is a graduate of Brigham Young University. Tom Connors is a graduate of the University of California, Irvine and Brigham Young University.

The Web site for this book is at www.ChangetheCultureChangetheGame.com.

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MAIN IDEA

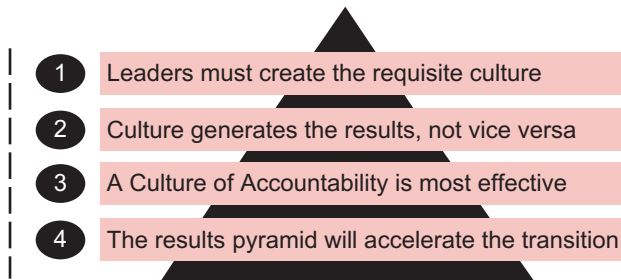
For every organization, culture – the way your people think and act – produces results. If you want to change your results, the only realistic and sustainable way to achieve that is by first changing your culture. Generate a Culture of Accountability and you will automatically create an organization which is filled with people who can and will produce genuine game-changing results.

So how do you create a Culture of Accountability? This is done by using the Results Pyramid to change your culture. In practical terms, the Results Pyramid states the results you achieve are the direct consequences of your people's experiences, beliefs and actions. Experiences foster beliefs, beliefs influence actions, and actions produce results. To change your results, you first have to change your culture – that is, you have to change the experiences, beliefs and actions of your people.



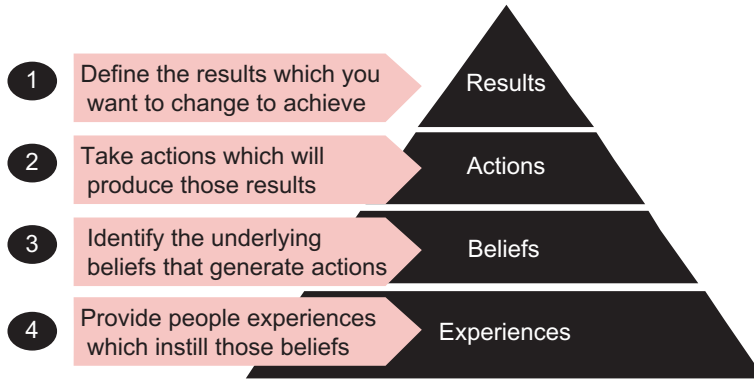
1. Four key ideas Page 2

The four key ideas which hold true in any attempt to create a sustainable competitive advantage by bringing about a change in the culture of the organization are:



2. Implementing the Results Pyramid to change your culture Pages 3 - 5

To use the Results Pyramid to create a Culture of Accountability, it's vital that you address all four segments of the pyramid rather than just the top or the bottom alone.



3. Integrate best practices to accelerate cultural change. Pages 6 - 8

To achieve new and better results, you have to accelerate the cultural change which will be taking place. You can achieve this if you integrate best practices into your existing systems, structures and organizational practices. These cultural change accelerators are:

