

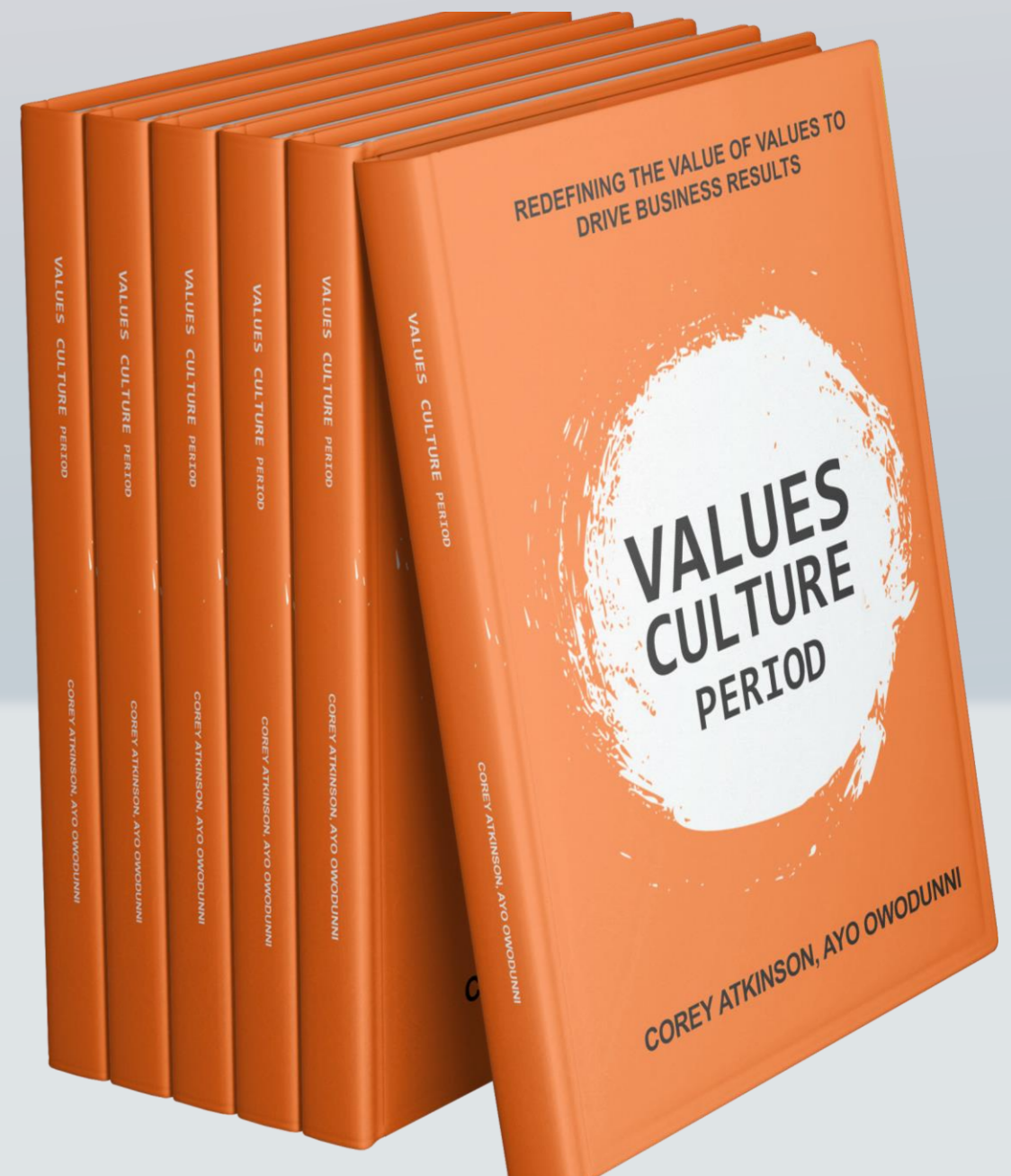
# VALUES CULTURE PERIOD

Redefining the value of values to drive  
Business results

# Introduction

---

Values. Culture. Period. is a worthy contribution to the genre of management fiction, which addresses corporate organizational problems using enthralling narratives. Set in Ontario, Canada, it follows the journey of two top-level executives, Guy and Kathleen, who seek ways to revolutionize the work culture of their companies in separate industries. This book tackles issues surrounding corporate culture, identifying workable organizational values, employee satisfaction, and finding an effective solution to a high rate of employee turnover. It is a must-read for executive leaders of large, medium, and small-sized corporations, human resource business partners, or even frontline employees who wish to educate themselves on how to improve their workplace culture.



# Book Summary

---

Guy Topper, the president of Savos, a Canadian restaurant chain is thrown into trepidation when his employees begin talks about bringing in a labour union. Although he is aware that Savos employees across the country have been unsatisfied with their jobs and have repeatedly given the company bad employee reviews, he never takes it seriously until he learns about the union. He converses with Janni, the VP of the human resource department, and admits his faults at not doing enough to help the employees feel more comfortable with their jobs. Together, they agree to find a solution to salvage the situation before 40% of the workforce sign the union card.

Almost simultaneously, there is a succession at TBO Bank and Kathleen Brown, the bank's Director of Operations, is promoted to the Chief Operating Officer. She faces a new challenge of ensuring the smooth running of operations across all 150 locations of the bank with combined staff strength of over 2,500 employees. While she receives commendations and awards for her excellent people skills and success in running her former department, she now faces the herculean task of seeing to the overall operations of the bank.

# Book Summary (contd)

Kathleen and Guy attend the Board of Trade luncheon where they listen to Derek Owoson, an HR consultant, who discusses topics on organisational culture, Operational Values Model (OVM), and The Culture Ring. Although they both admit to his good presentation, Kathleen opens up to Guy that she does not buy into his speech. Kathleen believes that Derek's recommendations would not work for a large corporation like TBO Bank. Guy, however, believes in Derek's level of expertise.

Guy has lunch with Ravi, one of the frontline employees from the product improvement department at Savos. During their conversation, it becomes clear to Guy that the employees at Savos all feel anxious, underappreciated, and mostly disrespected by their managers. Guy is disheartened and quickly sets up a meeting with Derek and Janni.

A year later, Kathleen attends an end-of-year status report meeting where she learns that the employee turnover rate at TBO has gone up by 10% in the last quarter. Jane, the VP of the human resource department, explains that TBO employees are also having clashes with their various managers across different branches. Marvin, the new CEO, announces the company's plans to expand by acquiring smaller corporations within the next five years.

# Book Summary (contd)

However, he emphasizes how important it is to sort out TBO's culture problem and high employee turnover rates before acquiring new companies. He gives Kathleen the task of mapping out a direction to change TBO's workplace culture for the better. Kathleen remembers the Board of Trade luncheon with Derek and Guy and contacts Guy.

With Guy's encouragement, Kathleen calls Derek and they both plan a two-day staff retreat for herself, Marvin, and six other top-level executives. At the retreat, Derek explains The Culture Ring and how it can be properly integrated into their organization. With the help of case studies, well-researched statistical facts, and previous knowledge from working with other organizations, Derek helps the TBO leadership define a new set of tenable values. It is an eye-opening experience for Kathleen and her team and there are already noticeable behavioural changes at the end of the retreat.

Guy meets with Ravi once again to get her opinion on how things have changed at Savos in the past year. Ravi confirms that the culture is much better. She acknowledges that the managers now make noticeable efforts to build better working relationships with the employees under them.

# Book Summary

~~(contd)~~

Guy and Kathleen meet up for coffee. He discusses the positive changes the culture ring brought to Savos. He also highlights some mistakes he made while incorporating the new work culture and Kathleen learns from them.

A few months later, Kathleen has created a well-defined road map to TBO's cultural change. Marvin announces this change to the entire staff, highlighting their new set of values and apologizing for the pitfalls in the past years. He encourages all members of staff to integrate themselves into the values and continually work towards them daily.

Six months later, during his monthly culture vlog update, Marvin acknowledges that there has been significant improvement in cultural engagement by the TBO staff. He also uplifts staff members who are doing the most to live by the organizational values. It is evident that the workplace culture has greatly improved.

# Character Profiles

---



**Guy Topper**

Guy embodies the character of the average executive in top management who notices the problems in employee engagement but doesn't do much about them until they escalate. However, Guy differs by admitting his shortcomings and seeking a solution from Derek, a culture-building expert. He makes every effort to get the culture and values of Savos right before it slips out of control. Guy also understands that no process starts out perfect. He constantly re-evaluates his approach, identifies his mistakes, and learns from them.

# Character Profiles

---



Kathleen is an exceptional employee who steps up to the task no matter how difficult it is. Following her promotion, she maps out a plan to identify and align TBO's values and cultures with the help of Derek. Although she comes across as skeptical sometimes, she still keeps an open mind and seeks information and advice when needed.

**Kathleen Brown**



# Character Profiles

---



Derek serves as the saviour who helps struggling organizations identify their values and culture. He is a seasoned professional, well experienced in his field. Derek draws from case studies, his studies and research, and his experiences with various organizations to provide personalized coaching services that meet his clients' needs. With his help, Kathleen and Guy are able to achieve total cultural transformation in their respective industries.

**Derek Owoson**

# Character Profiles

---



**Marvin**

Marvin is the new CEO at TBO. After assuming his role, he builds his management team starting with Kathleen. Marvin gives enough room for self-expression among his executives while also putting his strong points across. His insistence on the focus on culture sets the pace for TBO's cultural transformations. He also appreciates and recognizes employees who go above and beyond to align the company's cultures and values.

# Authors' Profiles

---



**Ayo Owodunni**

Owodunni is a management consultant with 10 years leadership and consulting experience in Canada, the United States, Kenya, and Nigeria. He is the Director of Training and Development at Prime Target Consulting and specializes in Culture Transformations, DEI, Leadership Development, and Strategic Planning. He currently runs a radio show on CBC Radio and focuses on helping immigrants maximize their potential in Canada.

Owodunni is also an NCFE Life Coach and Certified Management Consultant with CMC Canada. He holds a Master's in Business, Entrepreneurship, and Technology from the University of Waterloo.



**Corey Atkinson**

Atkinson is a highly requested leadership speaker. He combines corporate coaching insights with design thinking to develop solutions for leadership growth, team-building, productivity, collaboration, innovation, and business development.

Corey Atkinson is passionate about the essentials of business success - leadership, loyalty, and learning. Deeply interested in team development since high school, he is now a dedicated organizational development and learning strategist who delivers highly memorable insights and inspirations that repeatedly exceed his clients' expectations.

# Publishing details

---

Paperback:

Publisher:

Date Published:

Copyright Owners:

Language:

Print ISBN

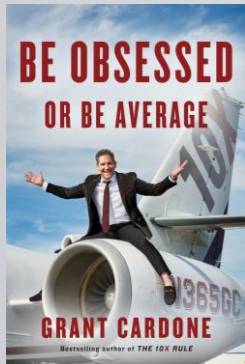
E-book ISBN:

Product Dimensions:

Shipping Weight:

Where to buy the book:

# Books similar to yours



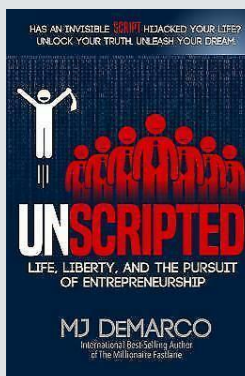
## Be Obsessed or Be Average by Grant Cardone

This book is not for the faint of heart. Anyone already obsessed with succeeding won't need it, but those not yet hungry enough will find it invaluable. "I want to give you the tools to be completely and unapologetically obsessed, too," Cardone writes. In addition to pithy, empowering slogans, of which there are plenty, Cardone offers 100 tips to ignite your career or business.



## Be Obsessed or Be Average by Grant Cardone

This book's description is so "yours" and shows the type of potential the right publisher can get out of In Pursuit. Girl Code is a roadmap for female entrepreneurs, professional women, "side hustlers" (those with a day job plus a part-time small business), and any-one in between. This book won't teach you how to build a multimillion-dollar company. It won't teach you about systems or finance. But it will teach you how to build confidence in yourself, reconnect with your "why," eradicate jealousy, and ultimately learn the power of connection.



## Be Obsessed or Be Average by Grant Cardone

Life is not about forfeiting Monday-thru-Friday, paying bills for 50 years and then dying. Repossess your existence from culture's death-grip of mediocrity. Ditch life's default template and take the reins of life-and-liberty through the pursuit of UNSCRIPTED Entrepreneurship.

# Website & Bookstores book is currently ~~sold~~

NAME OF BOOKSTORES	ADDRESS OF BOOKSTORE
Amazon	www.amazon.com