

Commit to Your Values and Become One of the Fortunate 500

Managing By Values describes how companies of all types can achieve greater success—measured not by volume or profits, but by the quality of life for employees and the quality of service for customers.

By committing to a common purpose and shared values, any organization can adopt a way of doing business that allows all stakeholders—owners and shareholders, employees, customers and clients—to win. Based on more than 25 years of research and application in organizations, *Managing By Values* details a practical game plan for clarifying your organization's core values, communicating them throughout the organization, aligning these values with actual practices, and reaching an exciting new level of organizational success.

"'Managing by Values' is a powerful process.... Employees report that we have a more productive and fulfilling workplace, which in turn is driving improved customer satisfaction and the resulting return for owners. MBV is the basis of continuous improvement in our company."

—**The Management Team, Holt Company of Ohio**

"This book describes an emerging type of company.... I've been a part of this 'fortunate' journey and seen it produce great results with customers and employees, while increasing productivity and profits throughout the process. 'Managing by Values' works!"

—**Erv Kamm, President and CEO, Digi International, Inc.**

"'Managing by Values' creates a positive and healthy employee culture that unleashes the power of the human spirit."

—**Paul Baszucki, CEO, Norstan Communications, Inc.**

"The 'Managing by Values' process can be replicated in any organization, providing there is the commitment to do it."

—**Marcia Ballinger, Director, Human Resources Development, BMC Industries, Inc.**

"The CFO Section was right on target. The thoughts and observations of how this process actually works agree with my own actual experience of it in practice."

—**David Hennessee, Chief Financial Officer, The Holt Company of Texas**

Ken Blanchard, chief spiritual officer of the Ken Blanchard Companies, is coauthor of *The One Minute Manager*, *Gung Ho*, *Whale Done*, *Full Steam Ahead*, and 11 other bestsellers.

Michael O'Connor is the co-founder and director of the Center for Managing by Values. O'Connor is recognized as a master of behavioral research. He specializes in the areas of strategy, behavior, and process-driven performance.



BK BERRETT-KOEHLER PUBLISHERS, INC.
San Francisco www.bkconnection.com

ISBN 978-1-57675-274-6



9 781576 752746 US \$19.95