

GOOD COMES FIRST



HOW TODAY'S LEADERS CREATE AN UNCOMPROMISING COMPANY CULTURE

DISCOVER THE PRACTICAL, STEP-BY-STEP GUIDE TO CREATING A WORKPLACE CULTURE THAT'S BETTER FOR MORALE AND YOUR COMPANY'S BOTTOM LINE.

For decades, businesses worldwide have exhausted billions of dollars attempting to improve company culture. They spend countless hours developing strategies to increase employee engagement, decrease burnout, increase retention, and improve productivity. Yet most workplaces still suck: employees don't feel valued, organizations aren't fun or compassionate places to work, and performance is often lagging.

You've probably run into these issues in your organization, but like so many professionals today, you don't have a clear understanding of how to fix them.

In *Good Comes First*, S. Chris Edmonds and Mark S. Babbitt go beyond theoretical advice, offering their hard-won tools and actionable insights for achieving a work culture that values stakeholders as much as shareholders. The authors have spent their careers helping companies improve their workplace cultures, and provide invaluable guidance for leaders who want to kickstart a culture change in their organization.

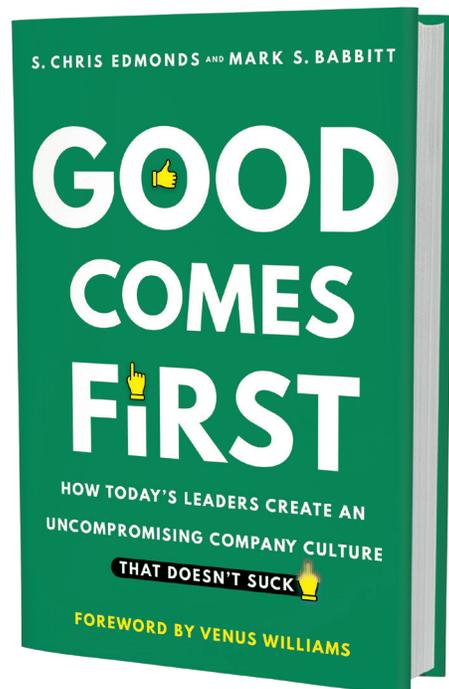
In these pages, readers will learn how to:

- Understand why building an intentional culture is more important today than ever before
- Build a solid foundation for culture change by defining your company's values
- Place those defined and quantifiable values on the same pedestal as results
- Implement a *Good Comes First* culture in your organization, starting with your company's leadership team
- Attract and retain new talent that aligns with your company's values
- Coach, monitor, measure, and reward alignment with your new and improved workplace culture

In order for your company to reach its full potential, you must create an environment that is purposeful, positive, and productive—that is, where good comes first—and this book is the roadmap that will help you do exactly that.

CHRIS EDMONDS is an executive consultant and culture coach with The Purposeful Culture Group and The Ken Blanchard Companies who has helped senior leaders create purposeful work cultures. Chris has worked with companies such as V Starr Interiors, World Kitchen, Consolidated Electrical Company, and Time Investment Company. Chris is the author of the Amazon bestsellers *The Culture Engine*, *Leading at a Higher Level with Ken Blanchard*, and five other books. Included in *Inc. Magazine's* 100 Top Leadership Speakers, Chris is an in-demand presenter and was a featured speaker at South by Southwest.

MARK BABBITT is the President of WorIQ, where Workplace Intelligence (WQ) comes front and center as today's business leaders attempt to improve their leadership style and company culture. He has worked with companies from IBM to faith-based non-profits and Silicon Valley start-ups. Mark is coauthor of *A World Gone Social: How Companies Must Adapt to Survive*. In addition, he has contributed to *Harvard Business Review*, *Entrepreneur*, *Forbes*, and many other publications.



BOOK DETAILS

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