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GOOD COMES FIRST:

HOW TODAY'S LEADERS CREATE AN UNCOMPROMISING COMPANY CULTURE THAT DOESN'T SUCK

*"As a fellow business leader, I encourage you to take in every word Chris and Mark have written here in **Good Comes First**. More importantly, I challenge you to take on the role of change champion as you begin redefining your company culture and make the demonstration of respect as important as achieving results."*

— From the Foreword by Venus Williams

S. Chris Edmonds and **Mark S. Babbitt** have spent their careers helping companies improve their workplace cultures. In recognition of their influence, both have been named a "Top 100 Leadership Speaker" by *Inc. Magazine*.

Their new book, ***Good Comes First: How Today's Leaders Create an Uncompromising Company Culture That Doesn't Suck*** (September 28, 2021), is a practical, step-by-step guide to creating purposeful, positive, and productive work cultures—a company culture where good comes first for employees, customers, leaders, and stakeholders—and where improvement to the bottom line quickly follows.

For decades, businesses have exhausted billions of dollars attempting to enhance company culture. They spend countless hours developing strategies to increase employee engagement, decrease burnout, increase retention, and improve productivity. And yet, most workplaces still suck. Employees still don't feel valued. They don't see their organizations as fun or compassionate places to work. As a result, performance lags, and growth stagnates.

The problem? Because the corporate world has been driven primarily by results, we seldom ask leaders to change their work cultures. Even if we did, most leaders don't know how. ***Good Comes First*** provides the actionable insights and direction needed to make change happen for leaders who want to kickstart a culture revolution within their organization.



S. Chris Edmonds & Mark S. Babbitt

Bestselling Authors, each named a "Top 100 Leadership Speaker" by *Inc. Magazine*

S. Chris Edmonds is the Founder and CEO of The Purposeful Culture Group. Chris has guided senior leaders in companies as varied as manufacturing, retail, energy, construction, and interior design. *The Wall Street Journal*, *People*, *Fast Company*, *The Economist*, and more have featured Chris's work.

Mark S. Babbitt is the President of WorqIQ and Founder and CEO of YouTern. Mark has advised companies from IBM to faith-based non-profits to Silicon Valley start-ups while also contributing to *Harvard Business Review*, *The Economist*, *Entrepreneur, Inc.*, *Forbes*, and more.



Through the pages of *Good Comes First* and from a further conversation with Edmonds and Babbitt, you'll learn how to:

- Assess the quality of your current work culture and identify what Good Comes First means for your company—today and in the future
- Appreciate why a Good Comes First culture is a business imperative—especially for today's blended workforce and future generations of workers
- Build a foundation of respect *and* results while holding everyone accountable through modeling, celebrating, measuring, coaching, and mentoring leaders and team members
- Become a change champion while creating a lasting legacy as a business leader

In an interview or opinion piece, Edmonds and Babbitt can discuss:

- Why the BMS (“Boomer Male Syndrome”) mindset—the old-school, command and control business leadership style—is the antithesis to creating a Good Comes First work culture and why younger generations will no longer tolerate demeaning, disrespectful, or discounting behaviors from their superiors
- Why most change initiatives fail and the most common places where potential barriers to success hide and how to push through them
- Tangible steps business leaders can take to attract and retain top talent, dramatically improve customer service levels, increase employee engagement, and generate higher levels of productivity and profits
- What a Good Comes First workplace looks like post-pandemic—and why business leaders who are struggling to find employees are wrongly blaming a labor shortage (when what we really have is a respect shortage)
- The typical cause of unhealthy company cultures and how sustaining a purposeful, positive, productive work culture boosts employee engagement by 40 percent, customer service by 40 percent, and results and profits by 35 percent
- Why a “not my problem” attitude is no longer acceptable for those in leadership positions and why there is no compromise when it comes to social justice, fair and equitable treatment, the inclusion of many diverse voices, digital equity, environmental issues, and more

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Select Advance Praise for *Good Comes First*

“A foundational element of the WD-40 Company tribal culture was formalizing our values. The most impactful element, though, is holding everyone accountable for modeling our values and behaviors daily. Good Comes First maps out a path to success for both elements.”

— **GARRY RIDGE, Chairman & CEO, WD-40 Company**

“Good Comes First outlines detailed steps on how to bring a contagious culture to your company and truly create a differentiating model where respect is valued as high as results.”

— **JOEL D. ANDERSON, President/CEO of Five Below, Inc.**

“Culture has almost become a buzzword. And yet, for business leaders, Chris and Mark have created a practical field guide for creating a meaningful, deeply human company culture. Good Comes First is a must-read!”

— **TAMARA MCCLEARY, CEO of Thulium**

“Small businesses, particularly retail, frequently face challenges with high staff turnover. By making certain that good comes first...every business can retain and attract talented, engaged team members. Good Comes First guides business leaders to create an uncompromising work culture that works for all businesses, big and small.”

— **NICOLE LEINBACH, Founder & Publisher, Retail Minded**

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S. CHRIS EDMONDS is a speaker, author, and executive consultant who helps senior leaders create and sustain purposeful, positive, productive work cultures. After leading successful teams for 15 years, Edmonds started his company, The Purposeful Culture Group, in 1990. Over the years, he has worked for clients in industries including automotive, banking and financial services, government, hospitality, insurance, manufacturing, non-profit, retail, sales, pharmaceutical, software, and technology and has been named a “Top 100 Leadership Speaker” by *Inc. Magazine*.

MARK S. BABBITT is the President of WorqIQ, a consultancy focused on improving leadership and developing Workplace Intelligence (WQ), and is also the Founder and CEO of YouTern, a community focused on helping young careerists get their first or next internship or job. A recovering Silicon Valley engineer, he has worked with many high-tech clients and start-ups and consulted with many healthcare and non-profit organizations. Babbitt has been named a “Top 100 Leadership Speaker” by *Inc. Magazine* and has contributed to *Harvard Business Review*, *Entrepreneur*, *Forbes*, and more.

For more information, please visit www.GoodComesFirst.com

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