



Cultural Transformations: Lessons of Leadership and Corporate Reinvention

John Mattone, Nick Vaidya

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A Roadmap for Leadership and Cultural Transformation

Throughout today's rapidly changing business world, top CEOs face two primary challenges: solving the leadership gap and creating a sustainable corporate culture. International leadership coach John Mattone and *CEO* magazine editor-in-chief Nick Vaidya unlock the keys to leadership development and cultural transformation through intimate interviews with fourteen CEOs from top organizations, including Deloitte, Graybar, Genpact, The North Face, HP Financial, Virtusa, Bigcommerce, American Marketing Association, Almansoori Specialized Engineering, Oman LNG, and Claro.

Culture was long thought to be merely a 'soft' resource in the corporate equation. However, more and more business leaders are beginning to recognize the necessity of culture when it comes to creating and sustaining long-term growth and change. What is the key to creating a strong business culture? Leadership. The best cultures start with CEOs who set the tone for the rest of the company, guiding others through the often difficult process of corporate transformation.

Mentorship from 14 of Today's Top CEO's

Imagine having unfiltered access to some of today's most successful business leaders. Through 14 intimate "fireside chats," John brings his extensive coaching experience to bear, plumbing the depths of their experience and highlighting the most important aspects of their leadership style. You'll discover what made each executive successful, and how they have learned--through triumph, failure, reflection and perseverance--to lead in a way that have ignited their teams to achieve personal and collective greatness:

- Kathy Mazzarella, Chairman, President, and CEO of Graybar
- Kris Canekaratne, Chairman and CEO of Virtusa
- Eddie Machaalani, Executive Chairman of Bigcommerce
- Harib Al Kitani, CEO of Oman LNG
- Hap Klopp, Founder, The North Face
- Russ Klein, CEO of The American Marketing Association
- Rohit Mehrotra, Founder and CEO of CPSG Partners
- Irv Rothman, CEO of HP Financial
- Juan Carlos Archila Cabal, CEO of Claro (Colombia)
- Nabil Al Alawi, CEO of Almansoori Specialized Engineering (UAB)
- Cathy Benko, Vice Chairman and Managing Principle, Deloitte Consulting, LLP
- Deva Bharathi, CEO of Fluid Systems Corporation
- NV "Tiger" Tyagarajan, CEO of Genpact
- Anthony Wedo, Former CEO of Ovation Brands

Invaluable Leadership Tools

You'll gain valuable insights, through experiences from the finest business minds, on how to introduce and sustain cultural change in your organization.

- Learn how successful CEOs came to realize their leadership potential
- Discover the key attributes that increase a leader's effectiveness
- Uncover your own leadership strengths and development needs
- Handle the primary obstacles to cultural transformation
- Address outdated mindsets and resistance to organizational change

Mattone and Vaidya also draw upon their own extensive coaching and consulting experiences to provide a powerful and proven *6-Step Process* for designing and implementing effective cultural transformations. This process enhances the other valuable tools in this comprehensive guide, so you can start building a positive organizational culture right away.

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