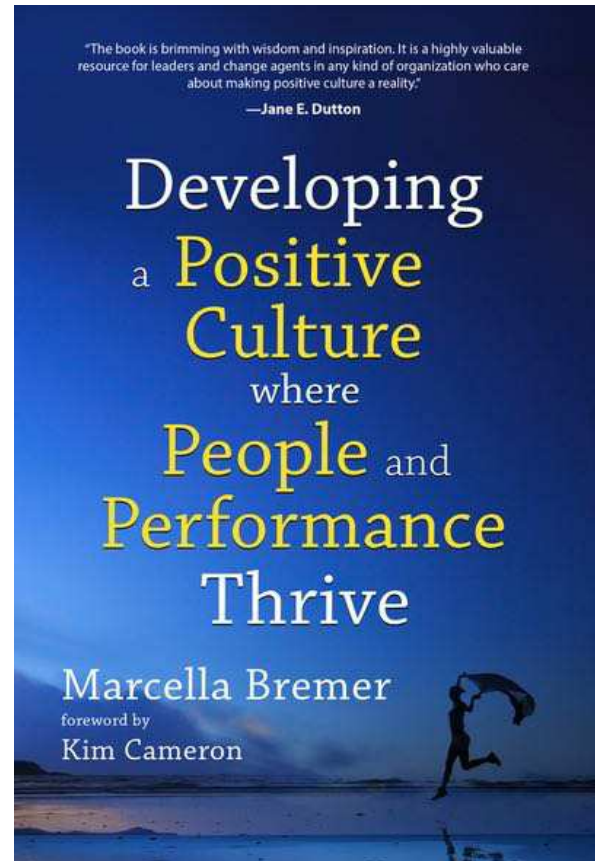

THE **POSITIVE** CULTURE BOOK

Developing a Positive Culture where People and Performance Thrive

Do you need your team or organization to be:

- More engaged,
- Innovative,
- Competitive,
- Agile,
- Collaborative, and
- Productive?

Then develop a Positive Culture with Interaction Interventions or Change Circles!



Does your organization face challenges and change? As a leader, you can develop a positive culture to help people and performance thrive.

Do you hate going to work on Monday? As an employee, you can influence your boss, co-workers, and clients by positive interactions.

Do your clients wear you out? As a consultant, or coach you can help them develop a positive, productive culture.

The fascinating research on positive organizations shows what can happen if you develop a positive culture: People and performance start to thrive! Positive organizations are proven to be better at change, more innovative, competitive, profitable, and also contributing more to the world..

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Influence people and the culture dynamics with Interaction Interventions that you can start today!

This book is for leaders and employees, for colleagues and clients, for consultants and coaches. The focus is on what you can personally do to create a (more) positive culture. Based on renowned models and

theories but especially with a lot of practical tips and tools to be the change you wish to see on your team. Whether you use Interaction Interventions or Change Circles, you can develop a positive culture to help people and performance thrive!

Contents

Part 1 What & why of Positive Culture and Change

What is Culture and why does it matter?
Why develop a Positive culture?
Which culture tools can you use?
What should change?

Part 2 Who: Personal Preparation

Personal Preparation: Who should change first?

Part 3 How: Interaction Interventions

Interactions: How do you interact?
Interventions: with whom and how?
Interaction Interventions for leaders

Part 4 How: Change Circles

Why and how to use Change Circles?
Change Circles in Action

Learn how to use
Change Circles
for larger
initiatives to make
the organization
more positive!

Reflection questions help you apply what you read. Create a resource with your observations and insights and start working toward a positive culture. Readers are also entitled to download the free work book!

*Paperback, 305 pages. Publisher: Motivational Press. ISBN: 978-1628654400.
Available on Amazon, Alibris, Book Depository, Indiebound and Barnes & Noble.*

About the author

Marcella Bremer MScBA is a culture consultant and author. She helps leaders, employees, consultants, and other professionals make a difference at work with positive leadership, change, and positive culture.

She is the co-founder of the culture survey website www.ocai-online.com and the online Positive Culture Academy at www.positive-culture.com.

Her Leadership & Change blog offers weekly inspiration at www.leadershipandchangemagazine.com.



Here's what others say about the book:

Marcella does an excellent job of explaining organizational culture and how to make it more positive. This is among the most comprehensive approaches to culture diagnosis and change that have been published. An important strength of this book is its breadth

in referencing and clearly explaining a wide variety of approaches to influencing culture and implementing positive practices.

Kim Cameron, William Russell Professor of Management & Organizations, Ross School of Business, University of Michigan

There is lots of talk about the importance of a positive organizational culture, but relatively little talk about how to achieve it in reality. This book is brimming with wisdom and inspiration. It is a highly valuable resource for leaders and change agents in any kind of organization who care about making positive culture a reality.

Jane E. Dutton, Professor Emerita of Business Administration and Psychology, Ross School of Business, University of Michigan

Often writing about cultural change is long on conceptual frameworks but falls short when it comes to tactical guidance. This one covers the whole spectrum in ways few others do. This is a resource you'll refer to over and over.

Daryl Conner, consultant, author and mentor to the change profession

Culture is the most important conversation taking place in the business world. Because we're hardwired to be critical, Marcella's setting of a positive direction is welcome. She offers ample examples and ideas about how to develop a positive organization. This is done in a simple, practical way that belies profound wisdom, and draws on much research.

Graham Bruce Williams, executive coach, originator of Conversations that Count

Reading this book is like having the great thought leaders in the field of leadership and organizational culture in one room together so the reader may benefit from their wisdom.

Andrew Bennett, President of Bennett Performance Group

Marcella Bremer knows culture. Her work over the years with OCAI has been prodigious and now coupling that with positive leadership takes the study and practice of culture to a new level.

Steve Gladis, PhD, author of Positive Leadership, The Game Changer at Work

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The online Positive Culture Academy

The Positive Culture Academy focuses on you and how you can be the change you wish to see on your team. The Academy is your how-to-do it for your situation: for all leaders, middle managers or other professionals.

We'll work online and interactively in a committed group. Check when the next class will start at www.positive-culture.com

“If you influence one person, one interaction at a time, you contribute to a positive culture!”