



# 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, The North Face, HP Financial, Ovation Brands, Virtusa, and Bigcommerce.

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.

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- Address outdated mindsets and resistance to organizational change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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