



# The Values-Driven Organization: Unleashing Human Potential for Performance and Profit

By Richard Barrett

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Based on significant new research from multiple sources, Richard Barrett creates a compelling narrative about why values-driven organizations are the most successful organizations on the planet. According to Barrett, understanding employee's needs?what people value?is the key to creating a high performing organization. When you support employees in satisfying their needs, they respond with high levels of employee engagement and willingly bring their commitment and creativity to their work.

This book updates and brings together in one volume, two of Richard Barrett's previous publications, *Liberating the Corporate Soul* (1998) and *Building a Values-Driven Organisation* (2006), to provide a reference manual for leaders and change agents who wish to create a values-driven organization. The text provides both a leadership approach, and a language, for organizational transformation and culture change that incorporates concepts such as cultural entropy, values alignment and whole system change.

With an updated set of cultural diagnostic tools and a wide range of new and exciting case studies on culture and leadership development, *The Values-Driven Organization* will be essential reading for students, researchers and practitioners in the fields of organizational change, leadership and ethics.

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## **The Values-Driven Organization: Unleashing Human Potential for Performance and Profit By Richard Barrett Bibliography**

- Sales Rank: #718458 in Books
- Brand: Brand: Routledge
- Published on: 2013-08-03
- Released on: 2013-07-31
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .64" w x 6.14" l, .0 pounds
- Binding: Paperback
- 280 pages

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### Editorial Review

#### Review

"Having followed his work over the last few years, what I really appreciate about Richard Barrett's writing, and in particular his latest book 'The Values-driven Organization', is that he integrates his own personal journey into his offerings - and also that of his company, the Barrett Values Centre. This alone gives me confidence that he really knows his subject - with authenticity, integrity and at a deep level. In this new book he creates a 'bridge' for organizational leaders, consultants and coaches between the mind and the soul, between the head and the heart. He focuses on providing clarity to those who seek to understand the evolution of personal and collective human consciousness - and draws on his many years experience of working with organizations to provide practical guidance and tools to enable leaders to take the necessary steps to unleash human performance within their own lives and then, acting as role models, within their organizations. As an organizational and leadership development coach, I know that I will be drawing on the wisdom in this book for many years to come."

- Chris Monk, Partner - Global Business Leaders

'Richard Barrett has made extraordinary contributions to our understanding of the seemingly nebulous yet critical topics of organizational values and culture. His frameworks for measuring cultural entropy and enabling whole system transformation are elegant, deceptively simple and yet dramatic in their practical implications. Richard's thinking is expansive, his reservoir of knowledge is vast, and his connection to timeless wisdom is profound. His work is indispensable to the Conscious Capitalism movement.'

- Raj Sisodia, Co-founder & Co-Chairman, Conscious Capitalism Inc and Professor of Marketing at Bentley University, USA

#### About the Author

**Richard Barrett** is Founder and Chairman of Barrett Values Centre. He is a Visiting Lecturer at the Consulting and Coaching for Change leadership course run jointly by HEC Executive Education in Paris, France and the Saïd Business School, University of Oxford, UK. He is also an Adjunct Professor at Royal Roads University, Canada and is a Visiting Lecturer at Exeter University, UK.

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##### Jackie Sneller:

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**Maxine Ford:**

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