



Building a Culture of Ownership on a Foundation of Values

No one ever changes the oil in a rental car! Do your people own their work, or are they just renting spaces on the organization chart? The truth is, you cannot hold people “accountable” for the things that really matter. Caring, pride, loyalty, fellowship, and passion all come from a spirit of partnership that is created by a culture of ownership.

In this eye-opening and action-inspiring presentation, Joe Tye will show you why having a culture of ownership is the only sustainable source of competitive advantage. He will give you a roadmap of action steps that you can take to build a culture of ownership and foster a spirit of partnership. Here is some of what’s included:

Why you need to put as much thought into the “Invisible Architecture” of core values, corporate culture, and emotional climate as you do your visible blueprints for bricks and mortar.

How cultural toughness can help your organization triumph over every challenge, and how *The Self-Empowerment Pledge* will help you inculcate this spirit of resilience in your people.

How to shift the Attitude Bell Curve to engage your Spark Plugs, wake up your Zombies, and marginalize your Vampires.

Why Toxic Emotional Negativity (TEN) is the emotional equivalent of cigarette smoke in the workplace, and a proven method to “clear the air” of complaining, gossiping, and passive-aggressive learned helplessness.

Why left-brain process improvement will never optimize productivity unless it is accompanied by right brain attitude improvement.

How to replace the attitude of “not my job” with the spirit of “how can I help?”

Eight essential characteristics that you must cultivate to build a culture of ownership.

Along the way you will meet legendary business leaders like...

Henry Ford, who inspired a company, and changed the world, with a compelling vision

Tom Watson, who created the cultural blueprint that transformed IBM into a powerhouse

General Robert Wood Johnson, who fostered cultural toughness at J&J to turn every adversity into advantage

Ray Kroc, who built a worldwide fast food empire held together with the glue of trust

Bill Hewlett and Dave Packard, who shaped “the HP Way” with the power of stories

Mary Kay Ash, who inspired one of the most enthusiastic sales forces the world has ever seen

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Joe Tye...

is CEO of Values Coach Inc., a training and consulting firm that specializes in values-based leadership and cultural transformation. He is a passionate and humorous speaker who has presented for hospitals, corporations and associations across North America. Tye is also the creator of *The Twelve Core Action Values* course, which many participants refer to as “graduate school for life.”

www.allhandsondeckbook.com



What others are saying about *All Hands on Deck*...

"Once again Joe Tye hits a home run!"

Matthew Kelly - New York Times Bestselling author
of *The Dream Manager* and *The Rhythm of Life*

"Joe Tye has hoisted the sails high with this captivating book. The necessity for, and returns of, building a culture of ownership are a relatively common business mantra; Joe makes a Culture of Ownership a reality, rather than just a slogan."

Kevin A. Sheridan, CEO, HR Solutions, Inc.

"After I read the first few pages I was hooked. If you want to build a great culture and a winning team, read this book and let Joe Tye show you how to get all hands on deck!"

Jon Gordon, Author of *The Energy Bus* and *Soup*

"In *All Hands on Deck*, Joe Tye takes us on an Alice in Wonderland journey to observe some of history's most successful leaders in action. With this dramatic technique, Tye reveals again the too-often-forgotten principles of leadership, how they are made real in the workplace, and the results they produce. This is a teaching tale that also entertains. I highly recommend this book to those who want to be leaders and to leaders who want a refresher course."

James A. Autry, Author, *The Servant Leader*

Have Joe share the *All Hands on Deck* message with your team...

"Over the past ten years, Joe has given presentations for our 3,400 associates and thousands of our independent insurance agents across the country. His message of building a culture of ownership on a foundation of values is more important today than ever before. Whether you are a Fortune 500 Company or an independent insurance agency, a large hospital or a community clinic, a big university or a local nonprofit agency, you must learn and apply these eight essential lessons if you want to build an organization that endures and creates a legacy that lasts."

From the book's foreword by Roger Looyenga
chairman and CEO (retired) of Auto-Owners Insurance
a Fortune 500 company



Values Coach Inc.

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Joe's partial client list includes...

Alaska VA Healthcare System
Altru Health System
American Express Financial Advisors
American Hospital Association
Arkansas Hospital Association
Aurora Medical Center Oshkosh
Auto-Owners Insurance Company
Banner Desert Medical Center
Boulder Associates
Brodstone Memorial Hospital
Bureau of Public Debt
Central Peninsula Hospital
CJW Medical Center
Coldwell Banker Anderson
Elder Agency, Inc.
Emergency Nurses Association
Flagstaff Medical Center
Good Samaritan Hospital
Greenville Hospital System
Griffin Hospital
Grinnell Regional Medical Center
Halifax Regional Medical Center
Home Builders Association
Illinois Association of Mutual Ins. Companies
Immanuel Lutheran Corporation
Independent Insurance Agents of NC
Indiana Regional Medical Center
Iowa Intercollegiate Athletic Conference
Iowa Hospital Association
Iowa Methodist Medical Center Nursing School
Kansas Health Foundation Leadership Institute
Labor Management Institute
Marengo Memorial Hospital
Mechanical Contractors Association of Iowa
Medora Inc. Insurance Agents
Missouri Association of Independent Ins. Agents
Mercy Hospital Medical Center
Mitchell County Regional Health Center
Nebraska Rural Healthcare Association
North Dakota Healthcare Association
North Iowa Area Community College
North Iowa Mercy Health System
Oklahoma Org. of Nurse Executives
OR Manager
Page Hospital
Phelps County Regional Medical Center
Planetree Alliance
Presbyterian/St. Luke's Medical Center
Saint Francis Hospital
Saint Thomas Hospital
Sentara Virginia Beach General Hospital
Shands at AGH Hospital
Shore Memorial Hospital
Skiff Medical Center
Sierra Vista Medical Center
Society for Healthcare Consumer Advocacy
South Peninsula Hospital
Southeast Missouri Hospital
Stewart Memorial Hospital
St. Luke's Medical Center
Texas Health Presbyterian Hospital Kaufman
Trinity Regional Medical Center
Tucson Medical Center
U.C. Davis Health System
United Methodist Homes
University of Iowa
U.S. National Park Service
U.S. Postal Service
Washington County Hospital and Clinics
Wisconsin Hospital Association
Yavapai Regional Medical Center
Yellow Book USA