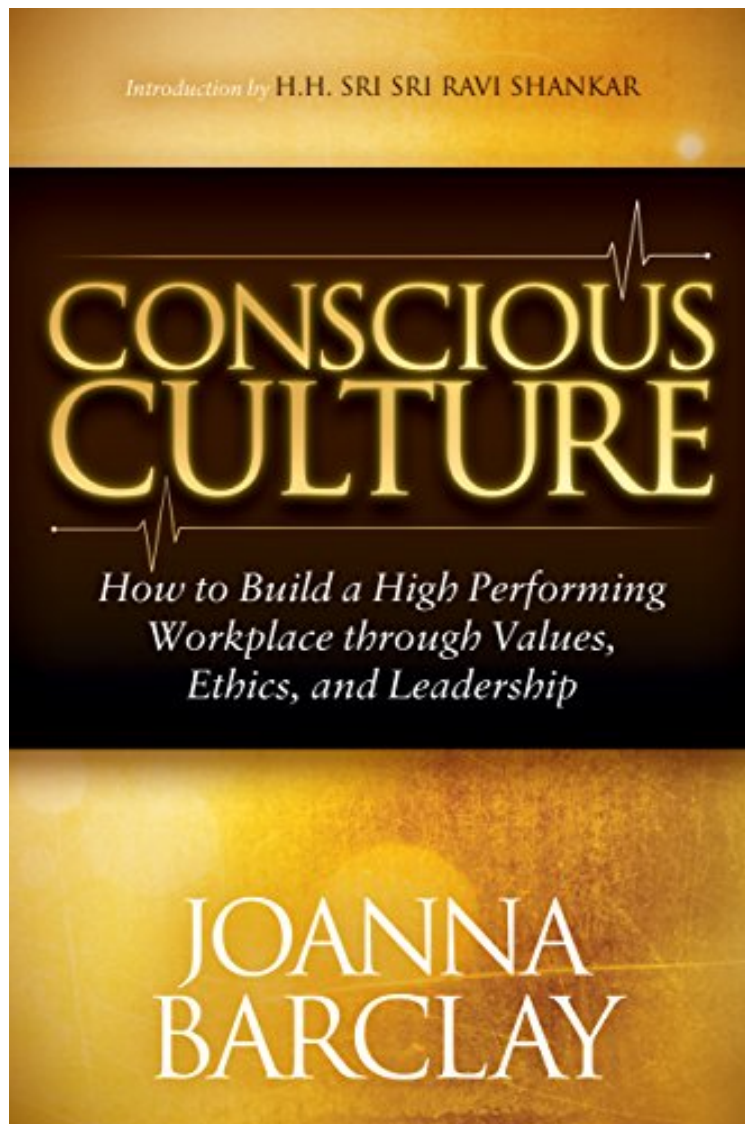


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This must-read book is a tool for leaders to transform their organization and unify employees to meet the new business paradigm for the 21st century.

Change is the new norm in society, and it's having a devastating impact on organizations. The proof? Insecure, demoralized employees and the lowest levels ever of employee engagement. North America employee engagement is between 26-30 percent, and in Asia it's between 6-12 percent. That's a lot of untapped employee potential! In *Conscious Culture*, Joanna Barclay shares thirty years of business transformation experience. Leaders learn how to awaken the life-force energy within values, ethics, and leadership that ignites performance and employee engagement. With the ABCs of culture change, she provides a blueprint for leaders to consciously create a high-performing, values-driven organization. Values energize us—they give us joy when they are lived and frustration when they are not. They embody our heart and soul, calling us to action and helping us perform to our highest potential. Leaders will learn the importance of facilitative leadership and how to tap the wisdom of the group, unify employees, and connect hearts and minds to create a WOW culture. *Conscious Culture* is for leaders who want to: · become an employer of choice and build a high-performing work environment · learn how to generate greater engagement and increase productivity · build a new culture after a merger or acquisition · transition from personal excellence to organizational excellence
How are you consciously investing in your culture—or do you have unconscious, default culture? "In 2011, Joanna was integral in transforming my client engagement network from a loose committee to a strong leadership team. This was achieved through the use of the Barrett's Cultural Transformation Tools. But the best tool of all was Joanna herself." Daniel Leclair, director general, Public Works and Government Services Canada

About the Author Joanna Barclay is founder and president of the Culture Leadership Group, a company of culture change consultants and certified professional facilitators. With thirty years' experience in business transformation working with organizations, Joanna's passion lies in developing leadership teams, facilitating active participation for organizational change, and building high performing workplaces. Her goal is to help organizations achieve their full potential, where people take ownership, build commitment and bridge communication gaps. The Culture Leadership Group ensures successful transformation from concept through to implementation.