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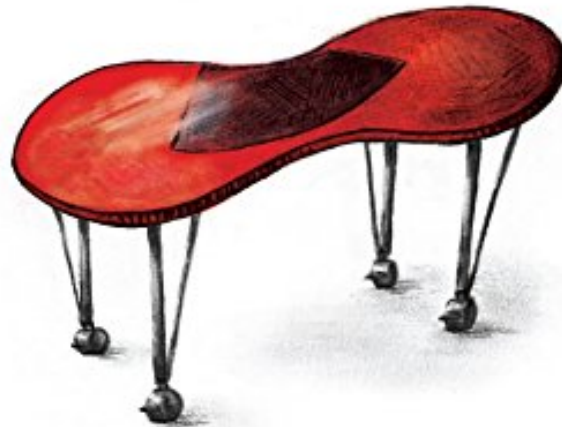
# The Rolling Desk: A Story of How Lasting Success Depends On A Purposeful And Well-Defined Company Culture

*David J. Morris, Chris Heyer*

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# The Rolling Desk


A Story Of How Lasting  
Success Depends On  
A Purposeful and  
Well-Defined  
Company Culture



**David J. Morris**  
CEO of Dillanos Coffee Roasters

**Chris Heyer**  
President of Dillanos Coffee Roasters

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**David J. Morris, Chris Heyer : The Rolling Desk: A Story of How Lasting Success Depends On A Purposeful And Well-Defined Company Culture** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rolling Desk: A Story of How Lasting Success Depends On A Purposeful And Well-Defined Company Culture:

1 of 1 people found the following review helpful. A quick read with ideas you can use immediatelyBy Bob PritchettI generally don't like the 'business fables' format, but this is an exception. The book is concise (took just over an hour) and the story-telling is well done, with just what's needed to make the points. The eleven values are well explained with useful real-life examples, and paint a picture of a business with people at the center of the culture. It also makes the case that culture fit is the most important part of building and growing your team.My favorite part is the story of custom-printing a children's book to close a sale.(Disclosure: I know David, but I bought and reviewed this on my own initiative. I was going to skim it enough to say 'nice job' next time I see him, but ended up reading the whole book in one session. I'm reviewing it because it actually delivered value: I'm going to use ideas from this book in my business.)0 of 0 people found the following review helpful. Brief and BrilliantBy Christopher MillerSometimes a simple story is the most effective way to share truth. In this case, David and Chris manage to expertly craft a story that offers the reader a behind the scenes peek into the phenomenal culture of a fictional company which just so happens to be a little bit like Dillanos itself. Or...a lot like Dillanos.I plan to personally incorporate all of these values into my own company. This book is a huge help towards that goal.1 of 1 people found the following review helpful. Excellent insights for business and life!By MarcBeing in the same industry as they are I can say by far they are leading the pack in company culture. It's not all about the numbers but more of surrounding yourself with great people with a shared vision. They do a great job on shining a light on a path less traveled and showing you that an organization's culture and core values are the greatest forces to push it to next level.

Callahan Coffee Roasters has fallen on bitter times. Faced with an unexpected dip in revenue, the company brings in Max Anderson, a well-known turn-around man, to get earnings back on track. From all appearances, Max should be the one teaching the employees and managers at Callahan about best business practices--but from day one, nothing goes as Max expects. Max ends up on a journey through Callahan with his little rolling desk in tow, meeting Callahan's people and discovering the Eleven Core Values they live and work by. Packed with real-life anecdotes and actionable tools, The Rolling Desk is a business fable that reminds us that people form the heart and soul of any business.