

25 fun employee survey questions

25 Fun Employee Survey Questions: Boosting Morale and Unveiling Insights

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Dr. Emily Carter is a leading expert in workplace dynamics and employee engagement, with over 15 years of experience conducting research and advising Fortune 500 companies on improving employee satisfaction and productivity. Her work focuses on leveraging innovative survey methodologies, including the use of fun and engaging questions, to gather meaningful data and drive positive change.

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Edited by: Sarah Chen, Senior Editor at WDI. Sarah has over 10 years of experience editing publications focused on human resources and organizational behavior. Her expertise lies in transforming complex research into accessible and engaging content for a diverse audience.

Introduction:

Are your employee surveys gathering dust? Do you dread the thought of sending out another lengthy, impersonal questionnaire? It's time to shake things up! This article explores the power of 25 fun employee survey questions to gather valuable insights while boosting employee morale. Forget dry, formal questions; we'll delve into a creative approach that makes participation enjoyable and yields honest, actionable data. We'll explore the strategic implications of this method and its impact on improving workplace culture.

H1: The Power of Playful Engagement in Employee Surveys

Traditional employee surveys often suffer from low response rates and superficial answers. The inclusion of 25 fun employee survey questions, however, can significantly increase participation and encourage employees to share more candid feedback. Playful questions humanize the survey process, creating a less intimidating and more engaging experience. This approach can uncover hidden concerns and reveal valuable insights that formal questions might miss. By injecting humor and lightheartedness, you can foster a more open and honest dialogue between employees and management.

H2: 25 Fun Employee Survey Questions to Boost Engagement

Here are 25 fun employee survey questions designed to elicit insightful responses while keeping things light and engaging:

1. What's your favorite workplace memory?
2. If our company were a superhero, what would its superpower be?
3. What's the most unusual talent in the office?
4. What's your go-to stress-relieving activity?
5. If you could have any animal as a coworker, which would it be and why?
6. What's the best piece of advice you've ever received?
7. What's your favorite team-building activity?
8. What's one thing you're proud of accomplishing at work?
9. What's your ideal work-from-home setup?
10. What's your favorite thing about working here?
11. What's one thing we could improve to make your job easier?
12. What's your favorite way to celebrate a win?
13. If you could have any superpower, what would it be and how would you use it at work?
14. What's your favorite type of office snack?
15. What's your favorite way to unwind after work?
16. What's one skill you'd like to learn or improve?
17. What's the most creative solution you've come up with at work?
18. What's one thing you appreciate about your team?
19. What's your favorite productivity hack?
20. What's the funniest thing that's happened at work recently?
21. If you were stranded on a desert island, what three coworkers would you want with you?
22. What's your dream job within our company?
23. What's one thing you're looking forward to in the next quarter?

24. What's your favorite thing about our company culture?

25. What's one small change that would make a big difference to your day?

H3: Analyzing the Data from Your Fun Employee Survey Questions

While these 25 fun employee survey questions are designed to be engaging, the data collected should be analyzed seriously. Look for patterns and recurring themes. For instance, multiple responses about a lack of communication might highlight a significant area for improvement. Qualitative data from open-ended questions provides valuable context to quantitative results. Remember, the goal isn't just to have fun; it's to glean actionable insights to enhance your workplace.

H4: Strategic Implications and Industry Impact

The use of 25 fun employee survey questions, and playful survey design in general, is gaining traction across various industries. Companies are realizing the significant benefits of increasing employee engagement and fostering a more positive work environment. This approach contributes to:

- Increased employee retention
- Improved productivity and morale
- Enhanced communication and collaboration
- A stronger company culture
- More accurate and insightful feedback

Conclusion:

By incorporating 25 fun employee survey questions into your employee feedback strategy, you can transform the survey process from a dreaded chore into an engaging and valuable experience. This approach enables you to collect richer data, boost morale, and ultimately create a more positive and productive work environment. Remember, the key lies in thoughtful analysis and a genuine commitment to acting on the feedback received.

FAQs:

1. Why are fun employee survey questions important? They increase response rates, encourage honest feedback, and create a more positive survey experience.

1. How do I analyze the results of a fun employee survey? Use a combination of quantitative and qualitative analysis to identify trends and patterns.

1. Can fun survey questions be used for all types of employees? Yes, but tailor the questions to be relevant and appropriate for the specific audience.
1. How do I ensure anonymity and confidentiality when using fun questions? Clearly state your commitment to anonymity and confidentiality in the survey introduction.
1. What if employees find the fun questions unprofessional? Gauge your company culture – if it's generally formal, consider balancing fun questions with more serious ones.
1. How often should I conduct fun employee surveys? Frequency depends on your needs, but regularly scheduled surveys (e.g., quarterly or semi-annually) are beneficial.
1. What are the best ways to present the results of a fun employee survey? Use visually appealing graphics and presentations to make the data accessible and engaging.
1. How can I encourage participation in a fun employee survey? Promote the survey enthusiastically, offer incentives (if appropriate), and keep it concise.
1. How can I link the results from fun survey questions to concrete actions? Develop a plan outlining specific actions based on the identified trends and challenges.

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25 fun employee survey questions: Workplace Culture in Academic Libraries Kelly Blessinger, Paul Hrycaj, 2013-02-11 Workplace culture refers to conditions that collectively influence the work atmosphere. These can include policies, norms, and unwritten standards for behavior. This book focuses on various aspects of workplace culture in academic libraries from the

practitioners' viewpoint, as opposed to that of the theoretician. The book asks the following questions: What conditions contribute to an excellent academic library work environment? What helps to make a particular academic library a great place to work? Articles focus on actual programs while placing the discussion in a scholarly context. The book is structured into 14 chapters, covering various aspects of workplace culture in academic libraries, including: overview of workplace culture, assessment, recruitment, acclimation for new librarians, workforce diversity, physical environment, staff morale, interaction between departments, tenure track/academic culture, mentoring/coaching, generational differences, motivation/incentives, complaints/conflict management, and organizational transparency. - Includes the most current best practices and models in academic libraries - Represents the viewpoints of both the employee and manager - Focuses on the academic library as workplace rather than as a service provider

25 fun employee survey questions: Employee Surveys and Sensing William H. Macey, Alexis A. Fink, 2020 This volume comprises 27 chapters focused on the design and execution of employee survey programs. These chapters reflect the latest advances in technology and analytics, and reflect a pervasive emphasis on driving organizational performance and effectiveness. The individual chapters represent the full range of survey-related topics, including design, administration, analysis, feedback, and action taking. The latest methodological trends and capabilities are discussed including computational linguistics, applications of artificial intelligence, and the use of qualitative methods such as focus groups. Extending beyond traditional employee surveys, contributions include the role of passive data collection as an alternative or supplement in a comprehensive employee listening system. Unique contextual factors are discussed including the use of surveys in a unionized environment. Individual contributions also reflect increasing stakeholder concerns for the protection of privacy among other ethical considerations. Finally, significant clarifications to the literature are provided on the use of surveys for measuring organization culture, strategic climate and employee engagement--

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25 fun employee survey questions: Closing the Engagement Gap Julie Gebauer, Don Lowman, Joanne Gordon, 2008 When people are truly engaged in their work they give more discretionary effort' and make a huge difference to their company. They ask, 'What's in it for us?' instead of 'What's in it for me?'. Yet an engaged workforce is as rare as it is valuable. This groundbreaking global study shows that most people are not engaged and don't contribute as much value as they could - not because they're lazy, but because their managers don't know how to draw the best out of them. Using real-world examples, the authors show that consistently better engagement really is possible.'

25 fun employee survey questions: What Work Means Claudia Strauss, 2024-06-15 What Work Means goes beyond the stereotypes and captures the diverse ways Americans view work as a part of a good life. Dispelling the notion of Americans as mere workaholics, Claudia Strauss presents a more nuanced perspective. While some live to work, others prefer a diligent 9-to-5 work ethic that is conscientious but preserves time for other interests. Her participants often enjoyed their jobs without making work the focus of their life. These findings challenge laborist views of waged work as central to a good life as well as post-work theories that treat work solely as exploitative and soul-crushing. Drawing upon the evocative stories of unemployed Americans from a wide range of occupations, from day laborers to corporate managers, both immigrant and native-born, Strauss explores how diverse Americans think about the place of work in a good life, gendered meanings of breadwinning, accepting financial support from family, friends, and the state, and what the ever-elusive American dream means to them. By considering how post-Fordist unemployment experiences diverge from joblessness earlier, What Work Means paves the way for a historically and culturally informed discussion of work meanings in a future of teleworking, greater automation, and increasing nonstandard employment.

25 fun employee survey questions: Betting on You Laurie Ruettimann, 2021-01-12 Indispensable reading for anyone seeking to improve their professional selves. —Daniel H. Pink, #1 New York Times bestselling author of When An essential guide for how to snap out of autopilot and become your own best advocate, with candid anecdotes and easy-to-adopt steps, from veteran HR specialist and popular podcast host Laurie Ruettimann Chances are you've spent the past few months cooped up inside, buried under a relentless news cycle and work that never seems to switch off. Millions of us worldwide are overworked, exhausted, and trying our hardest—yet not getting the recognition we deserve. It's time for a fix. Top career coach and HR consultant Laurie Ruettimann knows firsthand that work can get a hell of a lot better. A decade ago, Ruettimann was uninspired, blaming others and herself for the unhappiness she felt. Until she had an epiphany: if she wanted a fulfilling existence, she couldn't sit around and wait for change. She had to be her own leader. She had to truly take ahold of life—the good, the bad, and the downright ugly—in order to transform her future. Today, as businesses prioritize their bottom line over employee satisfaction and workers

become increasingly isolated, the need to safeguard your well-being is crucial. And though this sounds intimidating, it's easier to do than you think. Through tactical advice on how to approach work in a smart and healthy manner, which includes knowing when to sign off for the day, doubling down on our capacity to learn, fixing those finances, and beating impostor syndrome once and for all, Ruettimann lays out the framework necessary to champion your interests and create a life you actually enjoy. Packed with advice and stories of others who regained control of their lives, *Betting on You* is a game-changing must-read for how to radically improve your day-to-day, working more effectively and enthusiastically starting now.

25 fun employee survey questions: The 10 Commandments of Winning Teammates Sean Glaze, 2016-07-30 Winning Teammates are the people that make it possible for any group to succeed... the people who others depend on... the people who others want to work with. Winning Teammates bring more than just technical skills to the table - they have the interpersonal skills that every organization needs to create and maintain a positive and productive culture. Life is a team sport. Winning Teammates are the GLUE that hold teams together... that keep them focused and performing well. These 10 vital lessons will help you to increase your influence... and ultimately will lead to your team enjoying far more success. If you want a winning team, you need to be a Winning Teammate!

25 fun employee survey questions: Snoop Sam Gosling, 2009-05-12 Does what's on your desk reveal what's on your mind? Do those pictures on your walls tell true tales about you? And is your favorite outfit about to give you away? For the last ten years psychologist Sam Gosling has been studying how people project (and protect) their inner selves. By exploring our private worlds (desks, bedrooms, even our clothes and our cars), he shows not only how we showcase our personalities in unexpected-and unplanned-ways, but also how we create personality in the first place, communicate it others, and interpret the world around us. Gosling, one of the field's most innovative researchers, dispatches teams of scientific snoops to poke around dorm rooms and offices, to see what can be learned about people simply from looking at their stuff. What he has discovered is astonishing: when it comes to the most essential components of our personalities-from friendliness to flexibility-the things we own and the way we arrange them often say more about us than even our most intimate conversations. If you know what to look for, you can figure out how reliable a new boyfriend is by peeking into his medicine cabinet or whether an employee is committed to her job by analyzing her cubicle. Bottom line: The insights we gain can boost our understanding of ourselves and sharpen our perceptions of others. Packed with original research and fascinating stories, *Snoop* is a captivating guidebook to our not-so-secret lives.

25 fun employee survey questions: The Employee Experience Advantage Jacob Morgan, 2017-03-01 Research Shows Organizations That Focus on Employee Experience Far Outperform Those That Don't Recently a new type of organization has emerged, one that focuses on employee experiences as a way to drive innovation, increase customer satisfaction, find and hire the best people, make work more engaging, and improve overall performance. The Employee Experience Advantage is the first book of its kind to tackle this emerging topic that is becoming the #1 priority for business leaders around the world. Although everyone talks about employee experience nobody has really been able to explain concretely what it is and how to go about designing for it...until now. How can organizations truly create a place where employees want to show up to work versus need to show up to work? For decades the business world has focused on measuring employee engagement meanwhile global engagement scores remain at an all time low despite all the surveys and institutes that been springing up tackle this problem. Clearly something is not working. Employee engagement has become the short-term adrenaline shot that organizations turn to when they need to increase their engagement scores. Instead, we have to focus on designing employee experiences which is the long term organizational design that leads to engaged employees. This is the only long-term solution. Organizations have been stuck focusing on the cause instead of the effect. The cause is employee experience; the effect is an engaged workforce. Backed by an extensive research project that looked at over 150 studies and articles, featured extensive interviews

with over 150 executives, and analyzed over 250 global organizations, this book clearly breaks down the three environments that make up every single employee experience at every organization around the world and how to design for them. These are the cultural, technological, and physical environments. This book explores the attributes that organizations need to focus on in each one of these environments to create COOL spaces, ACE technology, and a CELEBRATED culture. Featuring exclusive case studies, unique frameworks, and never before seen research, The Employee Experience Advantage guides readers on a journey of creating a place where people actually want to show up to work. Readers will learn: The trends shaping employee experience How to evaluate their own employee experience using the Employee Experience Score What the world's leading organizations are doing around employee experience How to design for technology, culture, and physical spaces The role people analytics place in employee experience Frameworks for how to actually create employee experiences The role of the gig economy The future of employee experience Nine types of organizations that focus on employee experience And much more! There is no question that engaged employees perform better, aspire higher, and achieve more, but you can't create employee engagement without designing employee experiences first. It's time to rethink your strategy and implement a real-world framework that focuses on how to create an organization where people want to show up to work. The Employee Experience Advantage shows you how to do just that.

25 fun employee survey questions: *Why Startups Fail* Tom Eisenmann, 2021-03-30 If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, *Why Startups Fail* is essential reading."—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of *The Lean Startup* and *The Startup Way* Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In *Why Startups Fail*, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • **Bad Bedfellows.** Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • **False Starts.** In following the oft-cited advice to "fail fast" and to "launch before you're ready," founders risk wasting time and capital on the wrong solutions. • **False Promises.** Success with early adopters can be misleading and give founders unwarranted confidence to expand. • **Speed Traps.** Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. • **Help Wanted.** Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • **Cascading Miracles.** Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, *Why Startups Fail* is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

25 fun employee survey questions: *Social Science Research* Anol Bhattacharjee, 2012-04-01 This book is designed to introduce doctoral and graduate students to the process of conducting scientific research in the social sciences, business, education, public health, and related disciplines. It is a one-stop, comprehensive, and compact source for foundational concepts in behavioral research, and can serve as a stand-alone text or as a supplement to research readings in any doctoral seminar or research methods class. This book is currently used as a research text at universities on six continents and will shortly be available in nine different languages.

25 fun employee survey questions: *Business World* , 2004

25 fun employee survey questions: *The Advocate* , 2004-01-20 The Advocate is a lesbian, gay,

bisexual, transgender (LGBT) monthly newsmagazine. Established in 1967, it is the oldest continuing LGBT publication in the United States.

25 fun employee survey questions: *Conducting Online Surveys* Valerie M. Sue, Lois A. Ritter, 2012 This book addresses the needs of researchers who want to conduct surveys online. Issues discussed include sampling from online populations, developing online and mobile questionnaires, and administering electronic surveys, are unique to digital surveys. Others, like creating reliable and valid survey questions, data analysis strategies, and writing the survey report, are common to all survey environments. This single resource captures the particulars of conducting digital surveys from start to finish

25 fun employee survey questions: *The Progress Principle* Teresa Amabile, Steven Kramer, 2011-07-19 What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, *The Progress Principle* equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

25 fun employee survey questions: *Work Engagement* Arnold B. Bakker, Michael P. Leiter, 2010-04-05 This book provides the most thorough view available on this new and intriguing dimension of workplace psychology, which is the basis of fulfilling, productive work. The book begins by defining work engagement, which has been described as 'an opposite to burnout,' following its development into a more complex concept with far reaching implications for work-life. The chapters discuss the sources of work engagement, emphasizing the importance of leadership, organizational structures, and human resource management as factors that may operate to either enhance or inhibit employee's experience of work. The book considers the implications of work engagement for both the individual employee and the organization as a whole. To address readers' practical questions, the book provides in-depth coverage of interventions that can enhance employees' work engagement and improve management techniques. Based upon the most up-to-date research by the foremost experts in the world, this volume brings together the best knowledge available on work engagement, and will be of great use to academic researchers, upper level students of work and organizational psychology as well as management consultants.

25 fun employee survey questions: *The Gamification of Work* Emmanuelle Savignac, 2017-01-18 Despite the traditional opposition between play and work, games and their structure are increasingly used in workplaces. This phenomenon of using game elements or mechanisms in other contexts than games is named "gamification". In workplaces, the gamification is supposed to abolish the separation between work and leisure or between constraint and pleasure. This book reviews a century of game theories in the social sciences and analyzes the uses of games in workplaces. We critically question the explicit functions (learning, experimentation...) which are supposed to be conveyed by games. Finally, we show that game, understood as a structure, could have efficient social functions in the workplace.

25 fun employee survey questions: *Human Resource Management* Jean M. Phillips, 2023-11-04 Formerly published by Chicago Business Press, now published by Sage Human Resource Management: An Applied Approach prepares future HRM professionals to effectively utilize

strategies and tools to advance their careers and support the growth and development of those they manage. Author Jean Phillips adopts an engage by example method, encouraging students to take action and create a lasting impact in the field of HRM that goes beyond theoretical learning. The Third Edition features new end-of-chapter exercises, company examples throughout the book, and a new section called Using This Knowledge at the end of each chapter, providing additional support for knowledge application. Through case studies, videos, and exercises, students will develop their personal skills and gain practical experience in applying various HR concepts, enabling them to become better managers and more effective leaders.

25 fun employee survey questions: *The Surprising Power of Liberating Structures* Henri Lipmanowicz, Keith McCandless, 2014-10-28 Smart leaders know that they would greatly increase productivity and innovation if only they could get everyone fully engaged. So do professors, facilitators and all changemakers. The challenge is how. Liberating Structures are novel, practical and no-nonsense methods to help you accomplish this goal with groups of any size. Prepare to be surprised by how simple and easy they are for anyone to use. This book shows you how with detailed descriptions for putting them into practice plus tips on how to get started and traps to avoid. It takes the design and facilitation methods experts use and puts them within reach of anyone in any organization or initiative, from the frontline to the C-suite. Part One: The Hidden Structure of Engagement will ground you with the conceptual framework and vocabulary of Liberating Structures. It contrasts Liberating Structures with conventional methods and shows the benefits of using them to transform the way people collaborate, learn, and discover solutions together. Part Two: Getting Started and Beyond offers guidelines for experimenting in a wide range of applications from small group interactions to system-wide initiatives: meetings, projects, problem solving, change initiatives, product launches, strategy development, etc. Part Three: Stories from the Field illustrates the endless possibilities Liberating Structures offer with stories from users around the world, in all types of organizations -- from healthcare to academic to military to global business enterprises, from judicial and legislative environments to R&D. Part Four: The Field Guide for Including, Engaging, and Unleashing Everyone describes how to use each of the 33 Liberating Structures with step-by-step explanations of what to do and what to expect. Discover today what Liberating Structures can do for you, without expensive investments, complicated training, or difficult restructuring. Liberate everyone's contributions -- all it takes is the determination to experiment.

25 fun employee survey questions: *Hiring for Attitude (PB)* Mark Murphy, 2011-12-02 Build a high-performance workforce by abandoning skills-based hiring practices and focusing on employee attitude Hiring for Attitude offers a groundbreaking approach to recruiting, assessing, and selecting people with both tremendous skills but, more importantly, an attitude that aligns with the organization's culture. Murphy cites his own company's research and examines recent scientific studies about the practical effects a person's attitude has on the outcome of his or her job performance. Clear and practical lessons are illuminated by numerous case studies of organizations like Microchip, Southwest Airlines, and The Ritz-Carlton.

25 fun employee survey questions: *Employee Well-being Support* Andrew Kinder, Rick Hughes, Cary L. Cooper, 2008-04-30 Employees have a set of needs as part of the 'psychological contract' of employment. However, organizations operate for a reason and they too have agendas and needs. It is how the two come together that determines the capacity for good human relations and optimum productivity. Employee Well-being Support is an edited collection of expert contributions that explores all key issues in this increasingly critical area.

25 fun employee survey questions: *Working Mother*, 2002-10 The magazine that helps career moms balance their personal and professional lives.

25 fun employee survey questions: *State of The Global Workplace* Gallup, 2017-12-19 Only 15% of employees worldwide are engaged at work. This represents a major barrier to productivity for organizations everywhere - and suggests a staggering waste of human potential. Why is this engagement number so low? There are many reasons — but resistance to rapid change is a big one,

Gallup's research and experience have discovered. In particular, organizations have been slow to adapt to breakneck changes produced by information technology, globalization of markets for products and labor, the rise of the gig economy, and younger workers' unique demands. Gallup's 2017 State of the Global Workplace offers analytics and advice for organizational leaders in countries and regions around the globe who are trying to manage amid this rapid change. Grounded in decades of Gallup research and consulting worldwide -- and millions of interviews -- the report advises that leaders improve productivity by becoming far more employee-centered; build strengths-based organizations to unleash workers' potential; and hire great managers to implement the positive change their organizations need not only to survive - but to thrive.

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Cameron, Robert E. Quinn, 2011-01-07 *Diagnosing and Changing Organizational Culture* provides a framework, a sense-making tool, a set of systematic steps, and a methodology for helping managers and their organizations carefully analyze and alter their fundamental culture. Authors, Cameron and Quinn focus on the methods and mechanisms that are available to help managers and change agents transform the most fundamental elements of their organizations. The authors also provide instruments to help individuals guide the change process at the most basic level—culture. *Diagnosing and Changing Organizational Culture* offers a systematic strategy for internal or external change agents to facilitate foundational change that in turn makes it possible to support and supplement other kinds of change initiatives.

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Goodall, 2019-04-02 Forget what you know about the world of work You crave feedback. Your organization's culture is the key to its success. Strategic planning is essential. Your competencies should be measured and your weaknesses shored up. Leadership is a thing. These may sound like basic truths of our work lives today. But actually, they're lies. As strengths guru and bestselling author Marcus Buckingham and Cisco Leadership and Team Intelligence head Ashley Goodall show in this provocative, inspiring book, there are some big lies--distortions, faulty assumptions, wrong

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