



PRESS KIT

COURAGEOUS CULTURES

Karin Hurt & David Dye

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Are you hearing your employees' best ideas?

Every day your employees are barraged with problems. They cringe as they try to soothe customer frustrations they can't fix. Or, they face their own battles with inefficient systems, outdated policies, and procedures.

67% said management operates under the notion "this is the way we've always done it."

49% said they are not regularly asked for their ideas

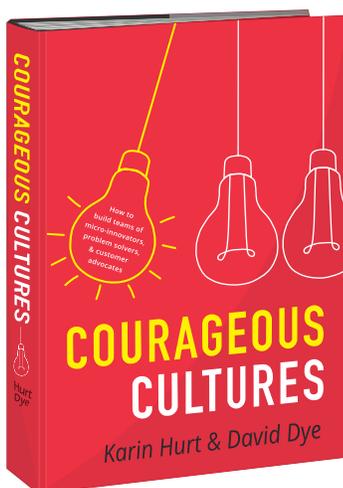
57% said nothing would happen with an idea they shared

40% reported lacking confidence in sharing an idea

Our research shows that employees have game-changing ideas for how to solve these issues but frequently don't speak up to share them. As a result, you **waste money and miss opportunities** to create better experiences for your customers.

In our book *Courageous Cultures: How to Build Teams of Micro-Innovators, Problem Solvers and Customer Advocates*, we share a comprehensive and practical roadmap to help you tap into the innovative thinking of every employee.

Start building a courageous culture today and stop missing out on the hidden solutions engine in your organization.



“ By following the guidance in this savvy book, you'll attract first rate talent, serve your customers better, and liberate people to perform their best.

- Daniel H. Pink, NY Times bestselling author of WHEN, DRIVE, and To Sell IS HUMAN

COURAGEOUS CULTURES

COURAGEOUSCULTURESBOOK.COM



Karin Hurt and David Dye are the Founders of *Let's Grow Leaders*, a leadership training and consulting firm in Maryland, and the authors of 5 books including *Winning Well: A Manager's Guide to Getting Results Without Losing Your Soul* as well as the soon to be released *Courageous Cultures: How to Build Teams of Microinnovators, Problem Solvers, and Customer Advocates*. Recently named on Inc's list of Most Innovative Leadership Speakers, Karin and David work with leaders around the world who want to achieve breakthrough results and build highly innovative, courageous cultures. They are also dedicated to their philanthropic initiative, Winning Wells, building clean water wells in Cambodia.



Praise for Courageous Cultures

- **Daniel H. Pink**, #1 New York Times Bestselling author of “When,” “Drive,” and “To Sell Is Human” says, “Silence isn’t always golden. Effective organizations need people to speak up. *Courageous Cultures* is the ultimate guide to building a workplace environment that values outspokenness. By following the guidance in this savvy book, you’ll attract first-rate talent, serve your customer better, and liberate people to perform their best.”
- **Liz Wiseman**, New York Times bestselling author of “Multipliers” and “Rookie Smarts” says, “Hurt and Dye offer leaders a wonderfully practical road map for how to get the most from their people – by creating a culture where safe silence dies and small acts of courage compound to increase innovation, problem-solving, and customer advocacy.”
- **Kevin Kruse**, CEO of LEADx and New York Times bestselling author, says, “Imagine if you could cast a magic spell over your entire team and suddenly all the complainers became problem solvers, the safely silent became innovators, and your bystanders became upstanders. “*Courageous Cultures*,” by Karin Hurt and David Dye, will teach you how to cast that spell.”
- **Randy Oostra**, President and CEO Promedica Health System, calls *Courageous Cultures* “a compelling and actionable roadmap for business leaders to tap into the energy and wisdom lying just below the surface within their own organizations. No leaders would be without this valuable resource.”
- **Sunil Prashara**, President and CEO, Project Management Institute says, “*Courageous Cultures* offers simple steps to nurture a bold organizational culture that encourages people to speak up, take smart risks, innovate, become problem solvers, and seize competitive advantage in a fast-transforming business environment.”

Foreword by
AMY C. EDMONDSON

Novartis Professor of Leadership
and Management Harvard
Business School

“**Fortunately, even if voice will always be challenging, leaders have access to a formula that works. *Courageous Cultures* offers such a formula, and leaders who adopt it with passionate intent will be poised to build the kinds of workplaces companies need and employees want.**”

7 Steps to a Courageous Culture

1 *Navigate the Narrative*

Leverage your courageous moments to inspire future confidence.

2 *Create Clarity*

Build a foundation of safety, direction, and confidence.

3 *Cultivate Curiosity*

Intentionally seek out ideas, engagement, and solutions.

4 *Respond with Regard*

Acknowledge, celebrate, and invite more contributions.

5 *Practice the Principle*

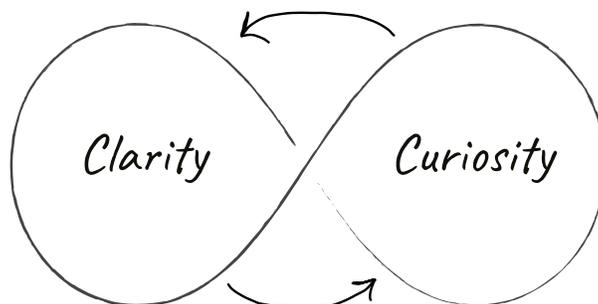
Find the universal ideas that can scale and localize best practices.

6 *Galvanize the Genius*

Build momentum, sustain success, and prevent a return to old behaviors.

7 *Build an Infrastructure for Courage*

Align system and processes to support your Courageous Culture.



Courageous Cultures Q & A

What prompted your research on Courageous Cultures?

In our work with companies across a variety of industries around the world we were noticing a disturbing and consistent pattern. Senior leaders are frustrated that employees don't speak up when they see a problem, or share their ideas for improvement. And, employees in these same organizations are equally frustrated that they are not asked for their input or feel their input is ignored. This disconnect stifles innovation, crushes morale, and thwarts problem solving.

What kinds of ideas did you find people were holding back?

The ideas people are holding back are not trivial. The top three kinds of ideas employees said they were holding back would improve the customer experience, efficiency in a process, or the employee experience.

What surprised you most about this research?

What was most surprising was the disconnect between the leaders who THINK they are asking and yet employees don't see it that way. It takes more than an open door to invite your employee's best contributions. You must be clear about where you need great ideas, deliberately invite contributions and then respond well.

If you didn't have a Courageous Culture before, can you really build one now?

We are in an extraordinary time of micro-innovation and problem solving where everyone is having to pivot quickly to do the best they can with what they have with where they are. Everyone is learning to work differently. This is the perfect time to tap into the ideas of every employee.

Where to find Courageous Cultures

COURAGEOUS CULTURES:

HOW TO BUILD TEAMS OF MICROINNOVATORS, PROBLEM SOLVERS, AND CUSTOMER ADVOCATES

By Karin Hurt and David Dye

HarperCollins Leadership

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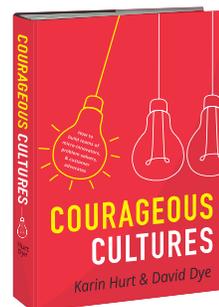
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