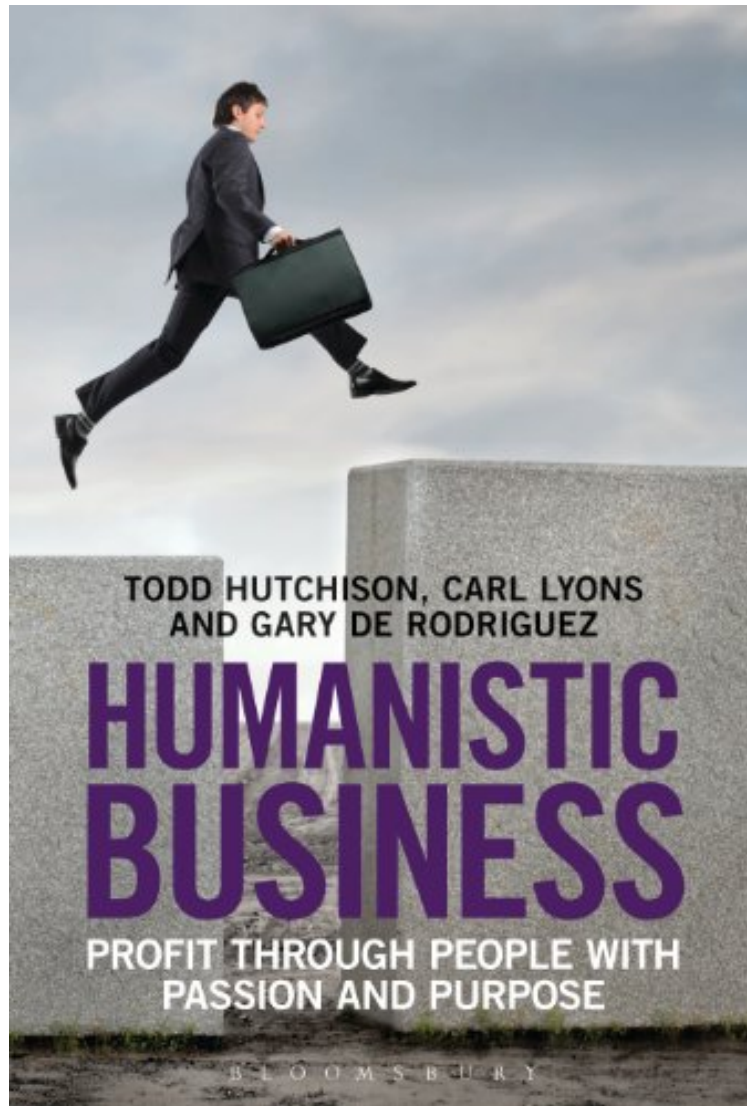


(Download) Humanistic Business: Profit through People with Passion and Purpose

## Humanistic Business: Profit through People with Passion and Purpose

*Todd Hutchison, Carl Lyons, Gary de Rodriguez*  
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**Todd Hutchison, Carl Lyons, Gary de Rodriguez : Humanistic Business: Profit through People with Passion and Purpose** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Humanistic Business: Profit through People with Passion and Purpose:

0 of 0 people found the following review helpful. A timely read for any C-level executive who wants to leave a powerful legacy...By Clifford E. Freeman Humanistic Business connects the dots between leadership, strategy, culture and team building. I literally went through two yellow highlighters and dog-eared many pages while absorbing the

step-by-step resources presented in each chapter. The authors do deep dives into aligning all stakeholder values, creating corporate happiness, driving innovation, developing self leadership, authentic conversations, people intelligence, aligning and implementing strategies and creating brand power. Stakeholder happiness is broken down into seven key areas - values, purpose, vision, talent, products, strategy and delivery with practical tips and instructional materials. A timely read for any C-level executive who wants to leave a powerful legacy through being purposeful, excellent, ecological and by investing in human equity.

People increasingly want to support businesses that operate with a moral code; businesses they know, like and trust. The global trend for 'conscious' business has become increasingly important with the palpable shift away from companies, organisations or governments that act unethically. 'Humanistic businesses' are people-focused and conscious of their obligations towards offering value and building positive relationships with all of their stakeholders. This is the first practical book to reveal how to create a humanistic business, which promises higher profit, greater staff retention and more satisfied customers. This book shows how humanistic businesses become leaders by creating and promoting trust and authenticity and become popular with loyal staff and clients by designing a unique user experience. It explains why ethical companies are succeeding as they create an environment that customers want to be in, staff members want to work in, and suppliers want to be engaged with. Doing the right thing has never been more profitable.

This book makes an invaluable contribution in support of humanistic management practices by delivering a template for how businesses can succeed by establishing a meaningful relationship between people, the planet and profit. -- Ernst von Kimakowitz \* Director and co-founder of the Humanistic Management Center \* Humanistic Business recognises that in times of complexity, volatility and change it is people - specifically their ingenuity, skills, relationships and unique talents - that are vital for progress and success. This book provides a practical, indispensable guide to succeeding as a leader in the 21st century. -- Jeremy Kourdi \* co-author, Coaching Essentials \* Whether one calls it Servant Leadership, Compassionate Leadership or Conscious Capitalism, the concepts of leading a business with a humanistic approach is the future. The authors have put together seven principles that will help every business create a more sustainable and successful enterprise. -- Howard Behar \* former President of Starbucks Coffee Company North America and Starbucks Coffee International \* This book shows you how to build a successful business characterized by loyal customers, dedicated employees, growing sales and greater profitability. -- Brian Tracy About the Author Todd Hutchison is CEO of Peopleistic (Asia Pacific) and has been formally recognised as a pre-eminent business leader in Australia by WA Business News. He is a Fellow of the Leadership Western Australia program and an award winning speaker. Carl Lyons is CEO of Peopleistic (Europe) and author of Skilful Living: Integrated Health for Busy People and I Win, You Win: The Essential Guide to Principled Negotiation. He is also a regular contributor to BBC's Heaven and Earth Show. Gary de Rodriguez is CEO of Peopleistic (USA) and is a member of the Institute of Mind and Behavioural Sciences. Peopleistic is recognised internationally for its expertise in entrepreneurship, project management, team development and business performance.