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# The Secret Sauce: Creating A Winning Culture



## Synopsis

The authors call culture the secret sauce! Here authors Ford and Osterhaus describe the critical elements to culture that make a truly compelling organizational climate, providing organizations with the skills to develop the concepts of core ideology, organizational code, infrastructure, and brand.

## Book Information

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## Customer Reviews

'I encourage you to read and apply The Secret Sauce to your organization-for the greater good.'

-From the foreword by Ken Blanchard, Best-selling co-author of The New One Minute Manager(R) and Leading at a Higher Level "This is an important book for anyone who is in leadership. Creating a great culture, where people are engaged and motivated, is critical to becoming a highly effective organization. Kevin and Jim do a great job of bringing these principles into clear focus in an engaging and impactful way." -Steve Reinemund, Former Dean of The Business School, Wake Forest University, Retired Chairman and CEO, PepsiCo "Running an organization is as much art as science. The best chefs know you don't just follow a set recipe for the perfect meal. The Secret Sauce is your best resource to learn the art of leadership, creating a culture that attracts the best employees and empowers them to create extraordinary results.' -Richard Stearns, President World Vision US and author Unfinished and The Hole in Our Gospel" "As a TAG client, every encounter with Kevin or Jim brings a change in my perspective or deeper insights on a leadership concept. The Secret Sauce: Creating a Winning Culture presents a lifetime of leadership, change management and organizational culture game changers condensed into one book. It is definitely a book you will

read more than once.' -Ron Scheese, President and CEO Andesa Services, Inc. "If you love golf, good food, or leadership you have to read this phenomenal new book! Though a fable about a brash young chef mentored by a wise golf pro, Kevin Ford and Jim Osterhaus teach us all about the Secret Sauce that makes for winning organizations." -Webb Simpson, PGA Tour Professional and 2012 US Open Champion

Kevin Ford is a Principal at TAG Consulting and was the company's founding President. INC Magazine lists TAG among America's fastest growing companies, ranked in the top 100 in their industry. Kevin's expertise includes strategic planning, organizational development, market research, and leadership development. Kevin received the 2002 National Leadership Award (awarded by a US congressional committee) and he served as the Honorary Chairman of the Business Advisory Council for Virginia that same year. Kevin has developed strategic plans for well over 500 different organizations in the United States. He is widely regarded as the top leadership consultant for churches and Christian non-profits in the United States. He has been quoted extensively in the press including Forbes, The Washington Post, The Charlotte Observer, Human Resources Executive, Entrepreneur, and many other leading publications. He is constantly in demand as a keynote speaker on topics ranging from leadership to strategy. He has shared speaking platforms with Herb Kelleher, Jim Collins, Margaret Wheatley, Ron Heifetz, Peter Senge, and Billy Graham. Dr. James P. Osterhaus is a Senior Partner with TAG Consulting. He is a clinical psychologist, a dynamic executive coach, and engaging public speaker with extensive experience in helping individuals move through change, conflict, and reorganization. He brings a depth of understanding of systems thinking to his work developed from years practicing as a highly respected psychologist in Northern Virginia in addition to consulting. Jim spends most of his time coaching senior leaders in all three sectors of TAG's client base: public, private, and social. His experience includes a special commission established by the Vice President of the United States to consider the emotional effects of government downsizing, facilitation of the "Organizational Culture" component of the Army Staff Redesign, and workshop development and implementation for clients from the East Coast to the West Coast. Jim has authored eleven books and written articles for magazines and trade journals around the country.

I just finished reading this book. It's one of those you just can't put down until the last page. Kevin and his team from TAG just completed a consulting engagement with our church about a week before the book came out. Who knew we had been discussing, and putting into action, many of the

concepts discussed in the book. I can tell you from real life application that those concepts are compelling and applicable to any type of organization. What makes the book easy to read and apply is the story of Gage the executive chef and restaurateur and Chip the golf pro, an unlikely pairing. As the book progresses, it makes you think hard about how you lead within an organization and the criticality of good leadership in making people and companies successful. The book is great whether you are in a Fortune 50 company or a small family business - every company needs a winning culture to succeed.

This book is based on more than a decade of research and assessments for finding what creates a healthy and productive culture. There are several insights that I'll be able to apply to the work I do.

Outstanding reflections on leading cultural change

Kevin Ford has been working with our church for the past two years. As a result of his wise counsel, our church is in the midst of dramatic transformation! Our focus is quickly moving from being fixed internally to one that is gazing outward. Through service to our public school and to the poor, we are making a difference in our community and people are noticing Christ as a result! What's most surprising is that by focusing outward, our internal culture is changing. We are no longer paralyzed by the disagreements and conflicts that once held us back....might this be the secret sauce?!? Thank you Kevin! I'm looking forward to being reminded of these powerful lessons in this new book!  
- Clint Tolbert, Pastor of First Presbyterian Church - Maumee, OH.

"The secret to creating a great culture is more about the quest than the end product." A wonderful insight from years of experience, working with some of the best companies and organizations around. My experience with Kevin Ford and TAG Consulting revolutionized my way of thinking and sense of call. This book tackles the subject of culture, stressing the importance of high levels of employee engagement, a compelling organizational climate, and consistently effective leadership. For anyone looking to lead their organization beyond "good" into the realm of "great", this book on organizational culture is for you!

The Secret Sauce is a book you will read more than once. It will be referenced with highlights and stickies that you will refer to again and again. Kevin Ford and Jim Osterhaus reflect on lessons learned over a lifetime of leadership, employee engagement, change management and workplace

culture experience. They share these lessons against a background story which holds the reader captive - always wondering - What's the Secret Sauce. Highly recommended!!

This book is has amazing content for understanding yourself and others and how to built a culture of success. Kevin Ford does a wonderful job of organizing a journey for the reader. Rather than being overwhelmed after reading it, there was a sense of "this is doable". This book has application to very part of our lives. A MUST Read.

Very insightful and inspiring - more than food-for-thought.Revd Canon J.John

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