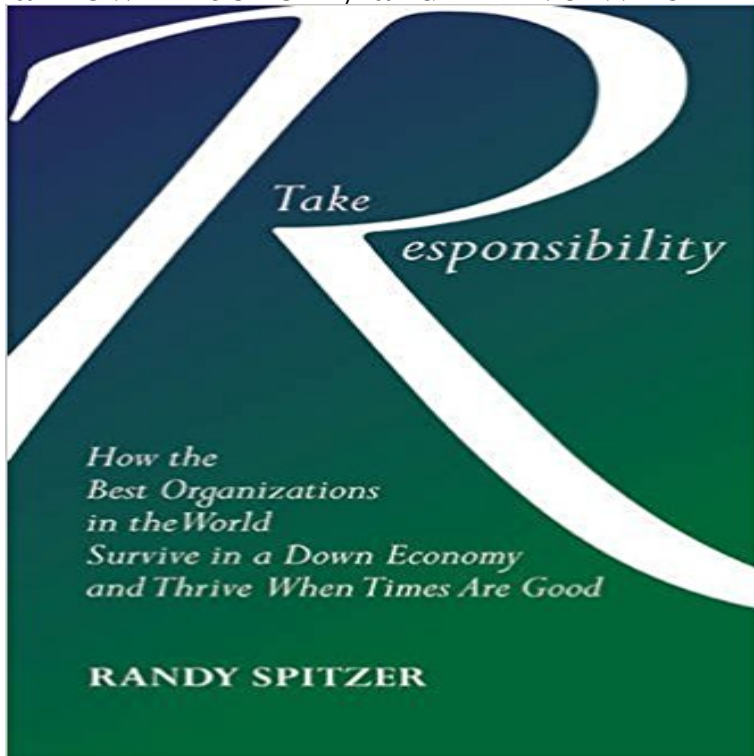


Take Responsibility: How the Best Organizations in the World Survive in a Down Economy and Thrive When Times Are Good



Some of the most successful organizations in the world-companies like Toyota, Nordstrom, Johnsonville Foods, Harley-Davidson, SEMCO, AES, and Patagonia-have demonstrated an ability to survive in a bad economy and thrive when the economy is good. How have they done it? Mainly by expecting their employees to take responsibility. These organizations, and others like them, have learned that centralizing controls and pushing for greater efficiencies actually makes their businesses worse and drive customers away. Instead, they have improved their business results and attracted customers by giving their workers the freedom to take responsibility for finding innovative ways to deliver customer value. Take Responsibility is written for business leaders who want their workers to take responsibility, but suspect that their culture, systems, and structure are inhibiting people from doing so. This book explains how to create a Responsibility Culture by doing three vitally important things: (1) Change the Social Contract, (2) Encourage Emergent Leaders, and (3) Deliver Customer Value.

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