Soup: A Recipe to Nourish your Team and Culture by Jon Gordon
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Overview
- Jon's latest book – a story about a newly appointed CEO, Nancy, running Soup, Inc.
- Soup was in trouble, and Nancy was trying to save the company from takeover or bankruptcy
- Her time was spent in heated discussions or crunching numbers, with little results
- She find the recipe for saving her company at a lunch place that serves...
- Soup! Grandma's Soup House

Grandma's First Lesson
- Who stirs the pot matters
- Wine experts can determine the personality of winemakers by tasting the wine
- Chefs following the exact same recipe create different tasting dishes
- Our lives, careers, and businesses are a reflection of the love and energy we put into them

Peter's First Lesson
- Soup = Culture – a business culture is a direct reflection of the leader
- Culture drives behavior, and behavior drives habits – culture trumps strategy every time
- Soft is powerful
- You must nurture your culture – focus on the root of the tree, not the fruit it produces. Sales & profits are a by-product of culture, teamwork, and productivity
- Great leaders create great cultures – must be your focus

The First Ingredient
- Lead with Optimism
- Great leaders share their belief, vision and passion, and inspire others to believe
- Not just managing people, you are managing beliefs
- Encourage optimism, and guard against pessimism
- Emotions are contagious – one negative employee can create a toxic environment and one positive leader can rally a team to accomplish amazing things
- Get non-believers off the bus - hire possibility thinkers

The Second Ingredient
- Share the Vision
- Must be a purpose people can rally around
- Captures the essence and spirit of the organization and can be reinforced through action
- The North Star that keeps everyone on track
- Easy to remember – alive in the hearts and minds of all
- Clear, simple, energizing and compelling
- Pair it with a big-picture goal – a tangible result to aim for
- Feeding Greatness – A can of soup in every house

The Third Ingredient
- Build Trust
- People follow the leader first and the vision second
- Trust connects people to the leader and his or her vision
- If your team trusts you, and believes in you, then your vision will inspire them to follow you
- Trust generates commitment, teamwork & results
- Trust is built a day at a time, yet can be lost in a moment

The Fourth Ingredient
- Enhance Communication, Add Transparency & Authenticity
- People fill voids in communication with negativity. Fill this in instead with positive, frequent information
- Replace assumptions and uncertainty with truth and facts through daily e-mails, Company-wide conference calls, Weekly meetings and status updates
- Get managers out of their offices, sharing honestly, building trust and communicating more

Measure Engagement
- Engagement means positive results will follow
- Gallup uses the Q12 to demonstrate engaged employees lead to increased productivity and profits
- In average companies, the ratio of engaged to actively disengaged employees is 1.5 to 1
- In world class organizations, it is 8 to 1
- Engaged companies have 1.6 times the earnings of same industry companies with lower engagement measures

Build Relationships
- Communication, trust & love create the foundation for any successful relationship
- Strong relationships create strong teams and a strong organization
- Building relationships takes time and effort
- Rules without relationship lead to rebellion
- Leaders and managers must invest in building relationships to effectively lead, develop and shape people to be their best

Engaged Relationships
- Engage your relationships
- Ask each person to create a personal vision and share how they can contribute to company success and how you can help them achieve their personal goals
- Inspire, encourage, empower and coach
- Create an internal 'university,' promote leadership practices, committee develop 'Winning Habits,' mentoring programs, lunch once a week (outside dept), celebrate Success Fridays