

Engage, Commit, Grow!

How to Create and Sustain a Culture of High Performance

by Larry Smith

**ENGAGE,
COMMIT,
GROW!**

How To Create And Sustain
A Culture Of High Performance
A Guide For CEOs And Management Teams
With Courage To Pursue Extraordinary Success



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Based on 25-years of facilitating growth and productivity in small and medium-sized companies, Larry Smith shares the “how to” of creating a culture of high performance and then sustaining it. It is not that difficult. But it does take courage, because you begin with an Assessment; i.e. a reality check. You’ll be taking a measure of management’s stewardship. Removal of rose-colored glasses is the first requirement. Bottom line is: How your employees behave is a critical ingredient. How you lead determines how they behave.

About the Author, Larry Smith

Larry Smith’s business career has been one of service to a variety of companies in the fields of marketing, advertising, consumer research, new product development and the facilitation of strategic planning, team building and empowerment. He’s served for many years in advertising agency management and directed client services of a new product “think tank” that worked successfully for clients such as Borden’s, General Mills, Star Kist, Green Giant, Hunt Wesson, Crown Zellerbach, Libby, H.J. Heinz, Schlitz, General Foods and Ore-Ida. He founded his consulting practice in 1985. He serves as Management Facilitator, helping companies develop long-term strategies and short-term action plans. His interest is in helping his clients become empowered organizations, which lead to high performance teamwork and improved productivity. Larry is a University of Minnesota graduate where he was student body president his senior year. He served as Tiburon Peninsula Foundation President from 1995 to 2005 and is a former councilman and Mayor of Tiburon, California where he has lived for the past 35 years. He was Tiburon’s “Citizen-of-the-Year” in 2001. He and his wife raised three children and enjoy their new roles as grandparents to four boys and three girls. Larry is an avid wilderness-canoeing enthusiast. He also is a skier, sailor and gourmet cook. To learn more about Larry Smith, visit his Website:www.theLarrySmithCompany.com.



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