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## Powerful: Building a Culture of Freedom and Responsibility (Paperback)

By Patty McCord

Missionday, United States, 2018. Paperback. Condition: New. Language: English . Brand New Book. When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, *Powerful: Building a Culture of Freedom and Responsibility*, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don't fit the company's emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR - annual performance reviews, retention plans, employee empowerment and engagement programs - often end up being a colossal waste of time and resources. Her road-tested advice, offered with humour and irreverence, provides readers a different path for creating a culture of high performance and profitability. *Powerful* will change how you think about work and the way a business should be run.



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