

# *Culture Your Culture:* Bold New Book Transforms The Workplace

###For Immediate Release

Contact: Karen Jaw-Madson

[communications@designofworkexperience.com](mailto:communications@designofworkexperience.com)

(415) 890-3693



- \*Re-invents the approach to company culture
- \*Creates the conditions for people and business to thrive
- \*Debunks the best practices myth
- \*Shows start-ups how to launch culture the right way
- \*Reveals how scandal-ridden companies can change
- \*Crafts a more diverse workplace
- \*Shares how improved culture drives innovation
- \*Argues the role of culture in M&A
- \*Stops conditions that lead to harassment, bullying, and hostile work environments
- \*Outlines how companies can compete for talent

“The goal is to align individuals and organizations to interact in the most mutually beneficial ways, where everyone wins.” asserts innovative management consultant Karen Jaw-Madson. “It is possible to increase the chances that this mythical alignment happens. The foundation for connecting the right people in the right job in the right organization in the right environment begins with a great culture manifested in equally great experiences at work. Culture is complex and unique to every organization.”

Her new book, *Culture Your Culture: Innovating Experiences @ Work* (Cloth, June 14, Emerald Group PUB, 182 pages, \$40.00, ISBN: 978-178438996), promises to show organizations how they can utilize her groundbreaking concept – Design of Work Experience (DOWE) – to enable them to systematically build culture through experiences at work (if they are willing to do their part). It’s intended to be a resource for people and organizations to apply innovation to culture, and to guide its journey.

Organizational culture isn’t just a hot topic – it’s an untapped asset and potential liability for all businesses. But for all its potential to make or break, few know how to manage cultures with proficiency.

Tapping into human-centered design, interdisciplinary innovation concepts, and other research, this leading-edge approach partners employees and their employers in unprecedented ways to co-create solutions and differentiating experiences that are customized, relevant, and profoundly impactful to the intended organizations – all while building employee engagement, learning agility, and capability.

“It’s not intended to be a magic wand, and the answer might be that there is no one solution, but rather the right combination of solutions,” says Jaw-Madson, who is based in Silicon Valley. As the principal of Co.-Design of Work Experience these last 5 years, she enables organizations with innovative approaches and customized solutions for intimidating challenges. Her focus areas include culture, organizational change and people strategies.

So how does she propose companies grow, work through transitions, initiate change effectively, and meet the demands of an ever complex corporate landscape that faces a #MeToo environment, greater diversity, globalization, technological disruptions, and post-merger collaboration?

According to Karen, there are two prerequisites. “First, you need to have a specific business reason for it, such as achieving organizational success or performance--something defined by your strategy and goals that can only be accomplished through people. Second, leadership must commit to playing a major role. As mentioned earlier, DOWE is neither a top-down nor a bottom-up approach. It is both: leadership (as representatives of the business) must be equally engaged with people (the employees) and vice-versa.”

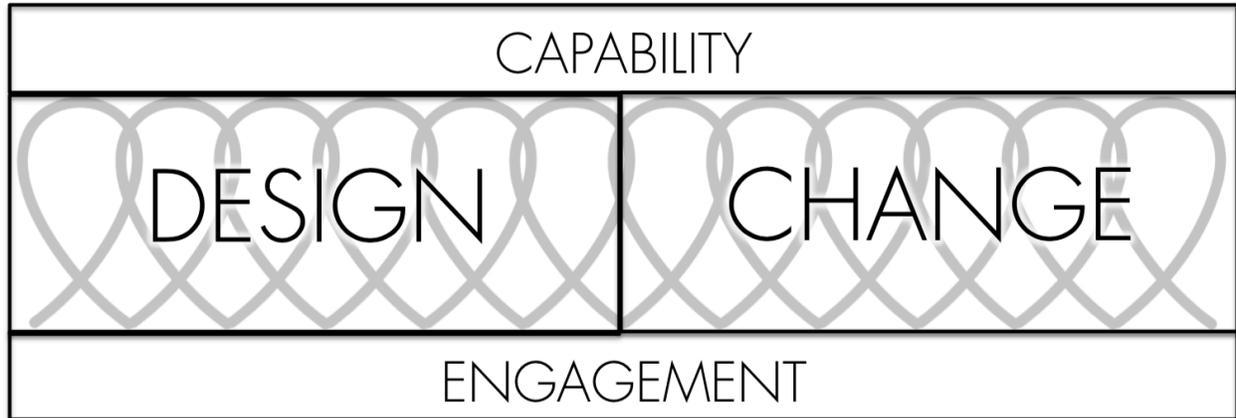
Throughout her career, she’s had the responsibility for cultivating the culture and employee engagement in many work environments, sometimes in the midst of extraordinary changes. “How we manage people in the workplace, particularly culture, needs improvement, desperately,” claims Jaw-Madson. “DOWE is intended to address this unmet need, giving companies a way to innovate their workplace experiences and maximize both the potential in their people and in their business.”

What better place to apply design thinking than to innovate experiences at work? Imagine a workplace that leverages and enhances its strengths while seeking the satisfaction of unmet needs. How might behaviors, experiences, policies, practices, and workspaces be redesigned as human-centered solutions?

DOWE (pronounced [dü wē]) partners employees with their employers to co-create customized and meaningful work experiences that set the conditions for people and businesses to thrive. It questions current paradigms and introduces new thinking, beginning with the notion that people can become experts at creating their own culture through experiences.

Jaw-Madson is available to share the following:

- How and why companies need to introduce and implement DOWE.
- The proven keys and strategies to developing a thriving corporate culture.
- Helpful tips to be a better leader – and bring about the optimum corporate culture.
- When competition for affordable, thriving, and motivated human capital is strained, here’s how companies can develop high-performing and collaborative teams in a culture that’s meaningful.
- How to rally your employees across borders and product lines that span the globe.
- The “Best Practices” Myth and how it interferes with creating a culture that works for you.
- How companies, to remain competitive, have to differentiate themselves through meaningful work experiences and motivating environments that are customized to their unique context.
- How companies can innovate – while avoiding common pitfalls.



In her book, she helps the reader understand the great opportunities that come with managing ever-changing workplaces as we move toward the Future of Work. DOWE structures this complex work into four main components: the combination of DESIGN and CHANGE enabled by CAPABILITY and ENGAGEMENT. Those are further broken down into 5 key phases organized as a series of iterative learning loops, each with its own specific set of activities that reflect the nonlinear, but progressive nature of the process.

Be open to changing mindsets, for this is not your typical business book.

###