

MARKETING FROM THE INSIDE OUT™

RESOURCES

Marketing is as much about attracting great employees as it is great customers. Here are just a few resources to help you market to your internal customers (employees) and future hires...



BLOG POSTS

- **How to write effective core values:**
Part I: www.kinesisinc.com/how-to-company-values-part-i/
Part II: www.kinesisinc.com/how-to-write-remarkable-company-values-part-ii/
- **Using Core Values to recruit A-Player Employees:**
www.kinesisinc.com/how-to-hire-and-nurture-a-players-an-employers-guide-to-recruiting-top-talent-part-i/
- **How to discover your core purpose:** www.kinesisinc.com/how-to-discover-your-companys-core-purpose/
- **Over-communicating your Values, Mission, & Vision:**
www.kinesisinc.com/your-values-mission-vision-in-play/
- **The High Cost of a Bad-Fit Employee:**
www.kinesisinc.com/how-much-does-a-bad-employee-cost-my-business/
- **Vivid Vision (formerly the Painted Picture Exercise), free chapter download:**
www.cameronherold.com/about-the-book

VIDEOS



Dan Pink's video on the surprising truth on what motivates us:

www.kinesisinc.com/carrots-and-sticks-the-unlikely-consequences-of-incentives/



Simon Sinek illustrates that WHAT you do isn't nearly as important as WHY you do it: www.kinesisinc.com/i-know-what-you-do-now-tell-me-why/

Download this PDF at:
www.kinesisinc.com/insideout

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BOOKS

Favorites from the Kinesis Reading list on leadership and employee engagement:



12: The Elements of Great Management

RODD WAGNER

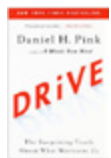
An excellent primer for leaders looking to propel their team to new levels of growth and profitability. 12 is based on Gallup's ground-breaking research and interviews of over 10 million employees and managers.



Good to Great: Why Some Companies Make the Leap... and Others Don't

JIM COLLINS

Standard reading in B-school, this book is the go-to guide for understanding why some businesses experience quantum leaps in revenue and profitability. Hint: It's all about the right people in the right seats.



Drive: The Surprising Truth About What Motivates Us

DAN PINK

Pink's work aggregates real-world research and anecdotal truths to help illustrate that carrot-and-stick incentives are effective in some cases, but short-sighted in others. Pink helps readers build a holistic approach to motivation that can help sustain engagement.



Switch: How to Change Things When Change Is Hard

CHIP AND DAN HEATH

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. Switch shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.



Blue Ocean Strategy

W. CHAN KIM AND RENEE MAUBORGNE

This book provides case studies of extremely differentiated companies along with a formulation explaining how to create "blue oceans" of uncontested market space and make the competition irrelevant.

For more good reads, visit: www.kinesisinc.com/kinesis-reading-list

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www.kinesisinc.com/insideout

Brand Building Process Map

