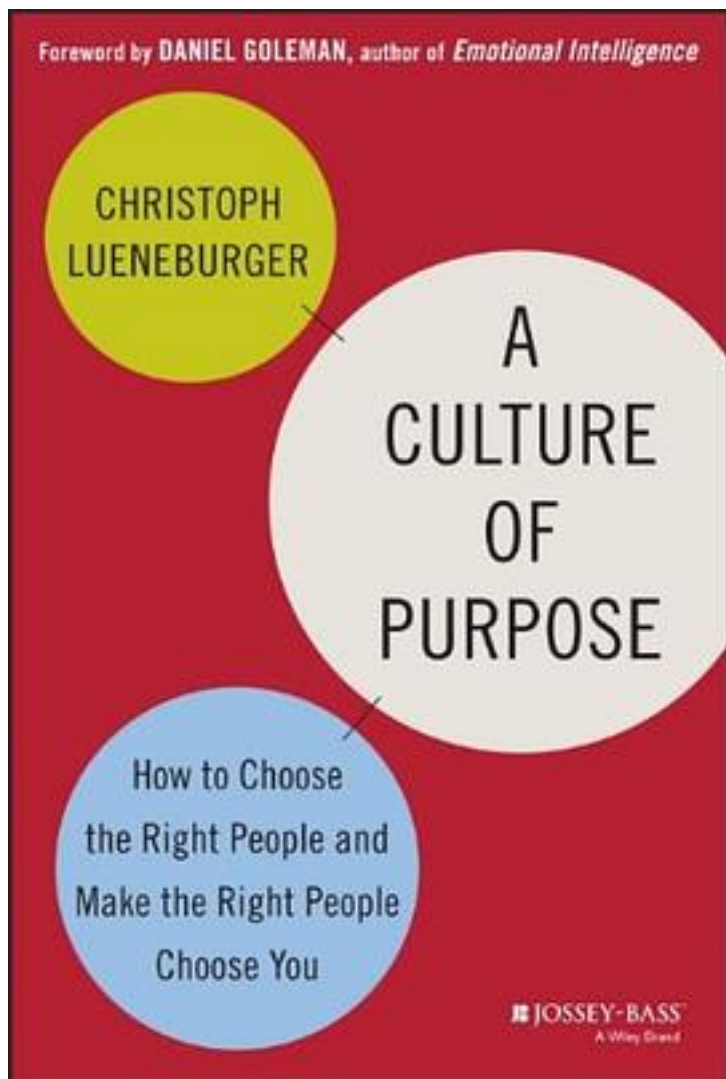


# A Culture of Purpose



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How innovative leaders create meaningful cultures that attract and retain top talent  
Building a culture of purpose is one of the greatest challenges facing modern leaders, as today's best minds are looking for meaning, not just jobs. More than any other single factor, cultures of purpose power winning organizations, attracting the smartest, most creative, most passionate talent.

For leaders building cultures of purpose, the commercial pursuit of sustainability provides the most reliable blueprint. While sustainability has been commonly misconstrued as a description of a set of problems, Christoph Lueneburger shows that it is really a solution to problems, capable of inspiring people and forging cultures. Sharing his exclusive, in-depth dialogues with chief sustainability officers, CEOs, and board chairmen, Lueneburger reveals how sustainability works at places where it works best, including Chrysler, Unilever, TNT, Walmart, and Bloomberg. Featuring a clear three-phase process that helps leaders assess the talent needed to develop organizations characterized by energy, resilience, and openness, *A Culture of Purpose* offers leaders the right questions to ask in order to:

**Tap and Nurture Your Current Corporate Strengths:** Learn how to recognize, cultivate, and leverage the competencies of your current talent to develop your leadership team.

**Hire the Right Team:** Ask the right questions to identify the innate personality traits in potential new hires, regardless of level and function, to bring on board those most likely to succeed in and shape your organization.

**Craft Your Culture:** Create an environment that unleashes these competencies and traits and pushes them to the fore. Shape how people relate to one another and collectively go for what would be out of reach to them individually.

Many books have described the "what" and the "how" of sustainability, but this is the first to reveal the "who." Lueneburger changes dated preconceptions to show that sustainability is not an ideological mindset but a cultural trait of a resilient business. For leaders ready to build and strengthen a winning business, *A Culture of Purpose* is an education, a revelation, and an invitation to the next generation of success.

## 作者介绍:

Christoph Lueneburger is a partner at Egon Zehnder, a global leader in leadership strategy services, board consulting, and executive search. A fluid dynamicist and former private equity investor, he founded the firm's Sustainability Practice, which grew to a market-leading position under his leadership. Christoph now heads the firm's global private equity practice.

Christoph's career started in the specialty materials sector, where he holds multiple patents and rose to run a European manufacturer. Transitioning to private equity, he then focused on deals in the water sector. He began to think begrudgingly about sustainability while carrying cases of imported sparkling water to the fourth-story flat of his then-fiancée in Paris.

Venturing beyond the intersection of value creation and talent, Christoph has designed and built a game-changing rowing shell and also imagines himself to be the only person to have traversed Alaska's Mt. McKinley and Timbuktu's Niger Valley within the same month. At the top of his bucket list is riding the Pan-American Highway by

motorcycle.

Christoph has lived and worked in the United States, Canada, France, and Germany and is a fellow at the Aspen Institute. He now resides in New York with his wife and daughter.

More at [cultureofpurpose.com](http://cultureofpurpose.com)

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