

FOR IMMEDIATE RELEASE

CONTACT:
Jessica McKenzie
Publicity Associate
800.748.5439 x 143
Jessica@gibbs-smith.com

Break the CORE Culture Code with Dr. Sheila Margolis, Author of *There Is No Place Like Work* and Founder of CORE InSites, Inc.

ATLANTA—September 6, 2006—Join Dr. Sheila L. Margolis, author of *There Is No Place Like Work: Seven Leadership Insights for Creating a Workplace to Call Home* on Saturday, September 9th at Crossing Bridges 2006 for *Breaking the CORE Culture Code: The Secret to Differentiating Your Business and Building Success*, a workshop where participants will discover the elements of CORE Culture and how to use culture to drive performance in their companies. **Crossing Bridges 2006**, Atlanta's first-ever international businesswomen's conference, will be held September 8 and 9 at the Crowne Plaza Atlanta Perimeter NW. For more information, please visit: www.crossingbridges.us.

Smart leaders know the power of workplace culture. They unite their employees around a concise, compelling set of principles, resulting in increased profits and a thriving and dedicated workforce. In *There Is No Place Like Work: Seven Leadership Insights for Creating a Workplace to Call Home* (Gibbs Smith, Publisher; \$18.95; Hardcover; May 2006) Dr. Sheila L. Margolis and Dr. Ava S. Wilensky draw a parallel between the journey to the wonderful world of Oz and the journey to a meaningful, fulfilling workplace.

There Is No Place Like Work is composed of hands-on, real-world concepts Drs. Margolis and Wilensky have used with CEOs, managers, and employees in organizations ranging from the Fortune 500 to nonprofit. More than a practical tool for making more money, coping better with change, and creating a genuinely dedicated workforce, *There Is No Place Like Work* redefines what a work environment should be, uniting employees around a set of valued principles known as CORE Culture. Learn how to manage CORE Culture using the **Five Ps**, a set of key parameters delineating the critical elements of an organization:

- ◆ **Purpose**—the fundamental reason an organization exists; the answer to the question, “Why is this work important?”
- ◆ **Philosophy**—the distinctive personality or character of an organization; the answer to the question, “What primary attribute makes this organization unique, special and different from other organizations with a similar Purpose?”
- ◆ **Priorities**—the organization's key values that guide daily activities; the answer to the question, “What are the most important standards that guide how people do their work?”
- ◆ **Practices**—the *Internal Practices* that affect employee interactions and accomplishments and the *External Practices* that define how an organization interacts with outsiders—all must be aligned to the elements of CORE Culture to bring the principles to life.
- ◆ **Projections**—the image that the organization reflects to the public that must provide a genuine portrait of what the organization does and why and how they do it.

Apply the insights from this book to create a successful workplace with dedicated employees who are connected to the company, not just the job.

Dr. Sheila L. Margolis is an organizational development expert specializing in workplace culture and the strategic use of human resources. She holds a doctoral degree in Human Resource Development, and received the 1998 Award for Distinguished Contribution to HRD Research for the creation of her innovative and groundbreaking research. Dr. Margolis is also a professor at the J. Mack Robinson College of Business at Georgia State University.

As co-founder of CORE InSites® Inc., Dr. Margolis has applied her culture model and principles of CORE Culture and alignment to numerous corporations, nonprofit organizations, and government agencies. Examples include Shaw Industries, Acuity Brands, Cingular Wireless, Lotus Cars, St. Jude's Recovery Center, ADL, the Podiatry Institute, Southeastern Lung Care, Masada Bakery, and Georgia State University.

###