



Soup: A Recipe to Create a Culture of Greatness

By Jon Gordon

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Why it matters who's stirring the pot

Soup offers an inspirational business fable that explains the "recipe" you can use to create a winning culture and boost employee morale and engagement. The story follows Nancy, the newly anointed CEO of America's Favorite Soup Company. She has been brought in to reinvigorate the brand and bring success back to a company that has lost its flavor and profit and has fallen on hard times. Fatefully, while eating lunch at a local soup shop, Nancy discovers the key ingredients to unite, engage, and inspire her team and create a culture of greatness.

- From the bestselling author of *The Energy Bus*, *The No Complaining Rule*, and *Training Camp*
- Find out how culture drives behavior, behavior drives habits, and habits deliver results
- Create relationships that are the foundation upon which successful careers and winning teams are built
- Features quick takeaways you can use to invest in your people, build trust, create unity, and enhance engagement

A turnaround tale like few others, *Soup* will inspire you to work in your own company to unleash the passion that delivers superior results.

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Soup: A Recipe to Create a Culture of Greatness By Jon Gordon Bibliography

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Editorial Review

Amazon.com Review

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Characteristics of Great Leaders

Content from author Jon Gordon



Challenging times require leaders who can lead others through the challenges. Now more than ever we need great leadership in our government, schools, businesses, hospitals and organizations. Good leadership won't suffice. We need great leadership. There is a difference.

- *Good* leaders get people to believe in them.
- **Great** leaders inspire people to believe in themselves.
- *Good* leaders say "Watch what I can do."
- **Great** leaders say "Let me show you what you can do."
- *Good* leaders catch fish for others so they can eat today.

- **Great** leaders teach people how to fish so they can eat for a lifetime.

Having worked with countless leaders over the years in businesses, schools and professional sports I've realized that great leadership is really a *transfer of belief*. Great leaders share their belief, vision, purpose and passion with others and in the process they inspire others to believe, act and impact. Great leaders are positively contagious and they instill confidence and belief in others.

Great sales managers inspire their sales people to believe in themselves and their product/service. Great school principals inspire their teachers to believe they can make a difference. Great teachers inspire and empower their students to believe in themselves. Great pastors inspire their congregations to serve and impact the community. Great sports coaches inspire their teams to believe they can win. And the people who have changed the world have been those who instilled in others the confidence to step up, serve, take initiative and create positive change. You don't need a title to be a leader. You just need to lead.

To lead others in a powerful way you must invite them on your bus, share your vision for the road ahead and then encourage, empower and inspire them to drive their own bus. In the process, instead of having just one bus that you drive, you create a fleet of buses and bus drivers, all moving in the same positive direction. When you create a fleet of buses and empower people to drive their own bus, you generate an amazing amount of power and momentum that becomes an unstoppable force. This is what great leadership is all about.

From the Inside Flap

Why it matters who's stirring the pot

Only a few months into her new job, Nancy wondered whether or not she should have said yes to the CEO position at Soup, Inc. Sales were declining, bankruptcy and takeover rumors were swirling, and employee morale had never been lower. The company had lost both flavor and heat; and nobody likes lukewarm soup. How was Nancy going to turn it around?

Sometimes the answer you need is right in front of you. On a lunch break, Nancy steps into Grandma's Soup House, a little place she hadn't noticed before, and happens upon an unexpected source of inspiration. New from the bestselling author of *The Energy Bus* and *Training Camp*, *Soup* tells the "stirring" story of how Nancy discovers the key ingredients to revitalizing her company, her team, and herself.

A recipe for success for anyone in any position, *Soup* delivers the powerful message that the quality of your career, business, and team is determined by the quality of your relationships.

People are hungry for positive change and a fresh sense of purpose and passion. If you are ready to stir the pot and lead by example, *Soup* is a fun and engaging story that supplies you with the tools you need to build a winning team—at work, school, or home.

From the Back Cover

Praise for SOUP

"So often we only concern ourselves with wins and losses. We overlook what is at the core of success, and that is the 'culture' of the team that is created by the leader or leadership group. If you create a culture where all members of the team can thrive and do their jobs effectively, then the score will take care of itself. Jon gives you the recipe of how to create a culture of greatness for your team, organization, or family."

—**Mike Smith, Head Coach, The Atlanta Falcons**

"In a world where leaders are pulled in a million different directions, *Soup* reminds us that we must make time to cultivate engaged relationships in order to build a winning organization and team."

—**Margaret Kelly, Chief Executive Officer, RE/MAX International Inc.**

"Told in an entertaining parable form, *Soup* will help you understand how to nurture the greatness in others so that you can become great as a team."

—**Mark Batterson, Lead Pastor of National Community Church and author of *Primal***

"*Soup* provides the key ingredients to establishing culture and is another example of how Gordon's writing transcends common thought."

—**Sam Presti, Executive Vice President and General Manager, the NBA's Oklahoma City Thunder**

"There's a common problem in business today. It's a people problem . . . but maybe not in the way you would think. We spend so much time focusing on the bottom line that many fail to focus on the people who make the bottom line what it is. People matter and how we lead them matters. This is why I recommend Jon Gordon's new book. It provides the recipe for mobilizing and engaging a team."

—**Chris Brogan, New York Time bestselling author of *Trust Agents* and *Social Media 101***

Users Review

From reader reviews:

Dorothy Wild:

Why don't make it to become your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite e-book and reading a book. Beside you can solve your long lasting problem; you can add your knowledge by the reserve entitled *Soup: A Recipe to Create a Culture of Greatness*. Try to face the book *Soup: A Recipe to Create a Culture of Greatness* as your good friend. It means that it can for being your friend when you truly feel alone and beside regarding course make you smarter than ever before. Yeah, it is very fortunated in your case. The book makes you far more confidence because you can know every thing by the book. So , let's make new experience and knowledge with this book.

Brandy Hagaman:

Have you spare time to get a day? What do you do when you have more or little spare time? That's why, you can choose the suitable activity with regard to spend your time. Any person spent their spare time to take a move, shopping, or went to often the Mall. How about open or read a book eligible *Soup: A Recipe to Create a Culture of Greatness*? Maybe it is to get best activity for you. You already know beside you can spend your time using your favorite's book, you can cleverer than before. Do you agree with it has the opinion or you have additional opinion?

Jeffrey Thompson:

Now a day folks who Living in the era wherever everything reachable by connect to the internet and the resources in it can be true or not involve people to be aware of each details they get. How individuals to be

smart in getting any information nowadays? Of course the answer then is reading a book. Reading through a book can help people out of this uncertainty Information mainly this Soup: A Recipe to Create a Culture of Greatness book because book offers you rich facts and knowledge. Of course the knowledge in this book hundred pct guarantees there is no doubt in it everbody knows.

April Robles:

Soup: A Recipe to Create a Culture of Greatness can be one of your basic books that are good idea. Many of us recommend that straight away because this publication has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining however delivering the information. The article writer giving his/her effort to set every word into joy arrangement in writing Soup: A Recipe to Create a Culture of Greatness however doesn't forget the main stage, giving the reader the hottest and also based confirm resource facts that maybe you can be one among it. This great information can drawn you into completely new stage of crucial imagining.

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