

Preface for *Building a Character Culture*

Clients tell me daily about their workplace reality. They are continually challenged to lead successfully with authenticity and integrity, while at the same time creating a culture that supports organizational effectiveness. *Building a Character Culture for Trust and Results in the Workplace* is a bridge to serve their reality with well substantiated, useful solutions. Theory is necessary but powerful, practical tools to apply the theory are what really count.

This book is written in a very different style from my first two books, *Rules of Engagement for Communicating at Work* (2003), and *Leadership by Engagement* (2008). The goal is that the story creates “Edutainment”; that the characters remind you of familiar people and circumstances.

The story and the characters are an amalgam of the experiences of many different clients I have coached and supported over the past thirty plus years. It has been an interesting and exciting experience to put into words, the challenges, pitfalls, passions, and successes that leaders experience daily. The Executive Coach in my story presents a process and direction, based on experience and research. We all know, however, that there have been many paths to success. Organizations, like people, are all different and you will have to find your own path and do what feels right for you.

Thanks to Aprille Janes for teaching me to write the dialogue in a way that may be of interest to you, the reader. Thanks also to Dr. Julie Reid, an expert in leadership development, for the passionate discussions and contributing to Part Two, The Evidence.

As a graduate program university instructor in the Masters of Leadership program at the University of Guelph, a certified Executive Coach (International Coach Federation), and a person who learns every day from my clients, I truly hope that this book and the tools serve you well.

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