

DEE ANN TURNER

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Dee Ann Turner is VP, Sustainability for Chick-fil-A, where she began her career more than 30 years ago. She has previously served as the VP, Enterprise Social Responsibility; VP, Corporate Talent; VP, Talent and VP, Human Resources. Her first book, *It's My Pleasure: The Impact of Extraordinary Talent and a Compelling Culture*, reveals the secret sauce behind building and growing Chick-fil-A's revolutionary business model. Turner believes talent offers competitive advantage in any organization, and companies that recognize the value of individuals can succeed not just ethically, but financially as well. She currently serves on the board of advisors for First Care Clinics and on the board of advisors for the business school at Lubbock Christian University. The married mother of three is also active with a variety of family-focused missions that support women and children.

Why Dee Ann Turner?



- Chick-fil-A is an iconic, national brand, recognized by both consumers and industry leaders for its superior service. As one of the key strategists and torchbearers of the company, Turner is uniquely able to advise leaders in businesses both large and small.
- Turner's expertise in recruiting and maintaining talent is inspiring for two reasons: 1) it's rooted in strong personal ethics, and 2) it works. She and the entire Chick-fil-A organization illustrate how that doing the right thing actually benefits everyone professionally.
- Turner's career is a lesson in perseverance. When she first applied for a job at Chick-fil-A, she spent six months following up with phone calls before even securing an interview. Her first position with the company was as an assistant in the human resources department – the same group she would help lead for 16 years.
- Turner believes her calling is to help others find their calling. She shares her story in addition to the ins and outs of Chick-fil-A's culture with the hope that her own journey can serve as a roadmap for others.
- Turner understands the precarious work-life balance women face because she lives it. In addition to achieving monumental success in the corporate world, she has thrived personally as a wife of more than 30 years and as a mother to three boys.

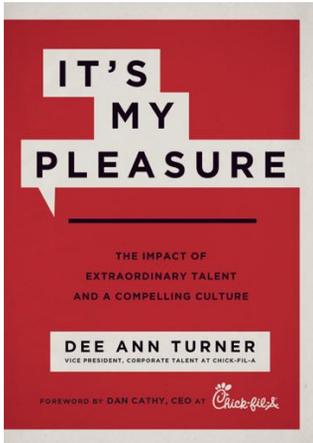
““ When people find their calling in their work, it changes everything.”
- Dee Ann Turner, *It's My Pleasure*

““ For us, in our quest to impact lives, selling chicken is only a means to an end. We sell chicken, but we are truly in the People business.”
- Dee Ann Turner, *It's My Pleasure*

About the Book

It's My Pleasure: The Impact of Extraordinary Talent and a Compelling Culture

In her first book, **IT'S MY PLEASURE: THE IMPACT OF EXTRAORDINARY TALENT AND A COMPELLING CULTURE**, Dee Ann Turner – VP, Sustainability for Chick-fil-A and 30-year veteran of the company – reveals the secret sauce to the organization's industry-leading success, unpacking the core strategies behind the creation and maintenance of Chick-fil-A's incredibly effective "compelling culture," which treasures people as the company's most important asset. Turner draws from her own wealth of experience - previously serving as the VP, Corporate Talent and VP, Talent - along with the vision of Chick-fil-A founder S. Truett Cathy, former president and chief operating officer Jimmy Collins, and other company leaders, as well as from a broad range of employees and guests, whose stories not only inspire, but illustrate why people are the most powerful tool in any firm's arsenal. From recruiting top talent and getting the best from an assembled team, to discovering individual callings, understanding servant leadership, cultivating an environment rich in opportunities, and fostering loyalty among employees and guests, **IT'S MY PLEASURE** offers expertise that promises to reinvigorate – and even revolutionize – business.



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Why *It's My Pleasure*?

- Utilizing a tone that is both conversational and educational, Turner outlines concrete steps organizations can take to creating a compelling culture that people want to be a part of as franchisees, employees and guests.
- **IT'S MY PLEASURE** isn't merely feel-good advice: Chick-fil-A is an industry phenomenon, and Turner has cracked open the playbook. Recently ranked America's favorite quick-service restaurant in an independent survey, Chick-fil-A has enjoyed a more than 10 percent sales increase almost every year since its launch in 1946. The company's franchisee – called Operators – retention rate has been 96 percent for almost 50 years, while its corporate staff retention rate is unusually high as well: 95-97 percent over the same half-century.
- Turner's ground rules for fostering talent are uniquely comprehensive. While **IT'S MY PLEASURE** offers astute guidance for developing young and emerging leaders, the book also details how to harness the oft-neglected potential of an organization's long-time employees – a frequently "missed opportunity."
- Part handbook, part inspiring storytelling, **IT'S MY PLEASURE** offers vivid anecdotes from Chick-fil-A leaders, employees, and guests alongside step-by-step guidelines for implementing game-changing practices.

“ In our culture, leaders are the first to arrive and the last to leave. Leaders ensure that everyone else is served first.”
- Dee Ann Turner, *It's My Pleasure*

“ It is true that treating people with honor, dignity and respect and providing remarkable experiences and unexpected second-mile service strengthens a culture, but even more so, it creates something that is enduring.”
- Dee Ann Turner, *It's My Pleasure*

Endorsed by Industry Leaders



- “Dee Ann Turner publicly reveals, for the first time, the core DNA of Chick-fil-A’s people selection process, which is the fundamental reason we are recognized among the top-ten brands in customer service, across all industries.”
—Dan Cathy, Chairman, President and CEO, Chick-fil-A
- “Now there is an excellent response when people ask, “Why are customers so fanatically loyal to Chick-fil-A?” Go to someone who knows and take a look from an insider’s viewpoint; read Dee Ann Turner’s book *It’s My Pleasure*.”
—Jimmy Collins, Former President/COO, Chick-fil-A, Inc., Author of *Creative Followership: In the Shadow of Greatness*
- “This is one of those rare books that contains such deceptively simple wisdom that you’ll wonder, “Why doesn’t every company do this?”
—Patrick Lencioni, President, The Table Group, Author of *The Five Dysfunctions of a Team* and *The Advantage*
- “Chick-fil-A is an extraordinary organization with one of the most distinctive and most powerful cultures I have ever studied. Dee Ann Turner has done a masterful job of allowing us to see into this culture and understand what makes it so vibrant and so strong.”
—Marcus Buckingham, Founder, The Marcus Buckingham Company, Author of *StandOut* and Co-Author of *Now, Discover Your Strengths*
- “The Chick-fil-A culture is one that inspires above and beyond performance in all they do to serve their customers. The company’s model of excellence begins with their team and Dee Ann Turner’s leadership has been an integral part of its success.”
—Paul Bowers, Chairman, President and Chief Executive Officer of Georgia Power
- “The pages of *It’s My Pleasure* pull back the curtain and give you an up close and personal look at how Chick-fil-A has created such a wildly successful and well-loved business. I found the stories and principles woven throughout the chapters to be incredibly insightful, instructive, and inspirational. Highly recommended!
—Crystal Paine, founder of MoneySavingMom.com and *New York Times* bestselling author of *Say Goodbye to Survival Mode*
- “Creating and sustaining the right culture is a significant challenge for organizations. Dee Ann Turner is an engaging storyteller who offers practical wisdom on how leaders can create their own winning cultures by using the systems and principles used by Chick-fil-A. Turner’s book is a great read that I highly recommend and plan to implement into the business and leadership curriculum at our university.”
—Dr. Kathryn Crockett, Program Coordinator MS in Leadership, Professor of Management and Leadership, Lubbock Christian University
- “Dee Ann Turner takes us inside of Chick-fil-A’s culture and introduces us to a company that cultivates the talents and dreams of its people. This is an inspiring read about the intentionality of investing in excellence. Chick-fil-A seeks to demonstrate integrity, generosity, and loyalty at all levels of leadership and customer service.”
—Gary Haugen, President of International Justice Mission, Author of *The Locust Effect*
- “Every organization has its own unique culture and Chick-fil-A is no different. Dee Ann Turner has described the experiences and foundational elements that drive the success of Chick-fil-A and shape this culture. While your work environment may be different, there are nuggets of learning for everyone.”
—Coretha Rushing, SVP, Chief Human Resource Officer, Equifax, Inc., former EVP, Chief Human Resources Officer, The Coca-Cola Company