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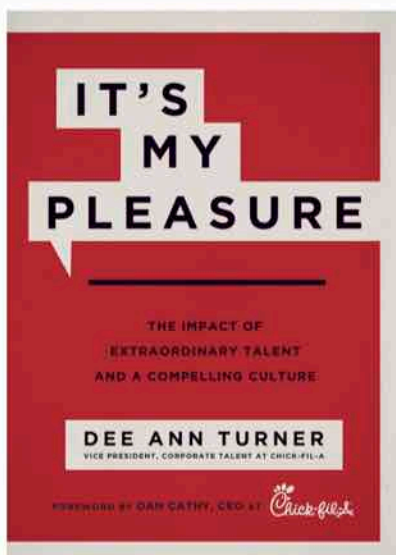
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## CHICK-FIL-A VP OF SUSTAINABILITY REVEALS SECRET SAUCE TO COMPANY'S SUCCESS

**IT'S MY PLEASURE: The Impact of Extraordinary Talent and a Compelling Culture is a guidebook to the brand success of America's favorite fast-food restaurant**

"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 of The Table Group and 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 of The Marcus Buckingham Company, Author of "StandOut," Co-Author of "Now, Discover Your Strengths"**



**Atlanta, Ga. – November 3, 2015 –** Dee Ann Turner's journey at Chick-fil-A began with two rejection letters. After months of perseverance, she landed an entry-level position in the human resources department. Thirty years later, she found herself leading that same department by serving as the Vice President of Corporate Talent. In her debut book, **IT'S MY PLEASURE: THE IMPACT OF EXTRAORDINARY TALENT AND A COMPELLING CULTURE**, (Elevate Publishing; November 3, 2015; ISBN: 978-1937498887;

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**\$22.95**), Turner, who now serves as the Vice President of Sustainability, reveals the secret sauce at the heart of Chick-fil-A's success. The keys to Chick-fil-A's success are its "compelling culture," servant leadership, extraordinary talent and people. In a business culture motivated to succeed at any cost, Chick-fil-A's refreshing approach is focused on honor, dignity and respect.

"Businesses do not become excellent in the big areas without focusing on the small details, too," Turner writes.

Turner's insight can help any organization build a concrete foundation for a compelling culture. In **IT'S MY PLEASURE**, she details the key elements every business should establish from the beginning:

- **A Clear Purpose for Existing.** WHY are you in business? Culture is the soul of an organization and the purpose is the heart of it. A common purpose unites an organization and gives it a reason for existence.
- **A Challenging Mission.** WHAT are you in business to do? As an organization changes over time, the mission should be evaluated continually.
- **Determine Core Values.** Core values are the fundamental beliefs that serve as the building blocks of any organization. They inform decisions, actions and behaviors and rest at the heart of the culture.
- **Guiding Principles.** Guiding principles serve as a guide to what the organization does, why it does it and HOW it does it. They help to support the purpose and mission.

**IT'S MY PLEASURE** pulls back the curtain on the hiring process Turner used to ensure each employee chosen to work for Chick-fil-A showed talent, character, potential and capability. In return, Turner, and all Chick-fil-A leaders, are dedicated to stewarding the dreams and ambitions of both emerging and seasoned talent. "The Talent we select to be part of our team brings unique abilities, perspectives, ideas, thinking and insights. If we are to maximize their contributions to our business, then we have to steward not just the competencies of the employee, but also their interests and their dreams," Turner writes.

Interview topics for Dee Ann include:

- Why is a company's culture critical to its success?

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- Why should a company create a “compelling culture” from the beginning?
- What does it mean to hire talent vs. hiring people?
- In your 16 years as Vice President of Corporate Talent, you tried to talk candidates out of taking the job after you offered it to them. Why?
- How can companies secure commitment from their employees rather than just compliance? Why does this distinction matter?
- What advice would you give someone who is trying to find their calling?
- Why is having a mentor in your professional life important?
- How can leaders help steward talent among their team?
- How should a business measure success? How does Chick-fil-A measure success? How do you measure success?
- What does being a servant leader mean?
- Many companies keep their inner secrets guarded, why did you want to share Chick-fil-A's hiring process and business philosophy?

Turner draws from her own expertise, as well as the wisdom of Chick-fil-A founder S. Truett Cathy, former president and chief operating officer, Jimmy Collins, and other company leaders. Woven with anecdotes of Chick-fil-A's famous second-mile service, **IT'S MY PLEASURE** is applicable to any organization or business looking to learn from an industry icon.

“Even the greatest of companies do not last forever, but the influence on the people who were nurtured, developed, grown and impacted can leave a lasting legacy that far surpasses sales records and growing profitability. It's the stories of the lives that were changed forever that truly define the strength of any culture. Tell a story that matters and steward the story to create a compelling culture that attracts and grows great Talent and delights every guest,” writes Turner.

#### **About Dee Ann Turner**

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.

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

By: Dee Ann Turner

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