



Primed to Perform: How to Build the Highest Performing Cultures Through the Science of Total Motivation

Neel Doshi, Lindsay McGregor

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The revolutionary book that teaches you how to use the cutting edge of human psychology to build high performing workplace cultures.

Too often, great cultures feel like magic. While most leaders believe culture is critical to success, few know how to build one, or sustain it over time.

What if you knew the science behind the magic—a science so predictive and powerful that you could transform your organization? What if you could use cutting edge psychology to unlock people’s innate desire to innovate, experiment, and adapt? In *Primed to Perform*, Neel Doshi and Lindsay McGregor show you how to do just that. The result: higher sales, more loyal customers, and more passionate employees.

Primed to Perform explains the counter-intuitive science behind great cultures, building on over a century of academic thinking. It shares the simple, highly predictive new measurement tool—the Total Motivation (ToMo) Factor—that enables you to measure the strength of your culture, and track improvements over time. It explores the authors’ original research into how Total Motivation leads to higher performance in iconic companies, from Apple to Starbucks to Southwest Airlines. Most importantly, it teaches you to build great cultures, using a systematic and sustainable approach.

High performing cultures cant be left to chance. Organizations must create systems that shape and maintain them. Whether you’re a five-person team or a startup, a school, a nonprofit or a mega-institution, *Primed to Perform* shows you how.

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