



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

By 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 can't 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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Editorial Review

Review

“Getting organizational culture right is as difficult as it is critical. Doshi and McGregor provide numerous real-world recommendations for how to do this. They bring to bear years of hands-on experience that will prove invaluable to leaders in all sectors—corporate, non-profit, and public.” (-Joel Klein, CEO Amplify, former Chancellor NYC public schools.)

“A truly revolutionary book, *Primed to Perform* shares the very important link between a company’s culture and their performance. Eye opening and addicting, this book is on the path of kick starting the culture movement!” (-Tom Doctoroff, CEO Asia Pacific, J. Walter Thompson, author of *Twitter is Not a Strategy*)

“A winning strategy requires a winning organizational culture to carry it forward. In *Primed to Perform* former McKinsey consultants Neel Doshi and Lindsay McGregor give us practical guidance and proven practices to effectively transform our organizations through the science of motivation and performance.” (-Jeff DeGraff, The dean of innovation, professor, Ross School of Business, University of Michigan, author of *Leading Innovation*)

“A fresh, ambitious look at the science and practice of motivation, with big implications for leaders to fuel high-performing, high-energy cultures. *Primed to Perform* is an excellent companion to *Drive*.” (-Adam Grant, Wharton professor and New York Times bestselling author of *Give and Take*)

“A grand tour of the science of culture, filled with awe-inspiring experiments and surprising, real-life case studies. Smart, deeply researched, and incredibly practical, leaders will turn to this book again and again whether they’re building an organization from scratch or transforming an established company.” (-Shawn Achor, happiness researcher and *New York Times* bestselling author of *The Happiness Advantage*)

“This book is loaded with fascinating, thought-provoking and actionable advice that could transform a workplace from drudgery to real engagement. Take notes.” (-Patrick Lencioni, president, The Table Group, author of *The Five Dysfunctions of a Team* and *The Advantage*)

“*Primed to Perform* doesn’t just provide tactics for motivating a few superstars; it offers a proven system for motivating an entire workforce. If you want to get your team off yesteryear’s career ladders and onto new learning curves--stretching, growing and contributing at their best--read this book.” (-Liz Wiseman, President, The Wiseman Group, bestselling author of *Multipliers* and *Rookie Smarts*)

“Whether you work at a startup or run a global company, build and sustain your own great culture by using Doshi and McGregor’s innovative Total Motivation Factor.” (-Jeremy Eden and Terri Long, Co-CEOs, Harvest Earnings Group and Co-authors of the *New York Times* bestseller of *Low-Hanging Fruit*)

From the Back Cover

Why do some workplace cultures inspire energy and innovation, while others fuel anxiety, boredom, or cynicism? Until now, such legendary cultures have seemed like magic beyond our control. However, behind every culture is a surprisingly elegant science.

Primed to Perform proves that the highest-performing cultures are built on a simple truth: *why* people work affects *how well* they work. Great organizations inspire the three most powerful motives for work—play, purpose, and potential—and eliminate the three most destructive—emotional pressure, economic pressure, and inertia. They create total motivation (or ToMo, for short). Total motivation cultures create the highest-performing employees and the most adaptive organizations.

Authors Neel Doshi and Lindsay McGregor show that extraordinary performance at companies like Southwest Airlines, Starbucks, Apple, and Whole Foods comes from cultures that inspire total motivation. They describe how investment professionals, salespeople, teachers, and CEOs perform better when driven by total motivation. And, most important, they share how you can build a culture that inspires total motivation in every moment of every day.

Primed to Perform builds on over a century of academic thinking as well as the authors' original research into how ToMo drives performance at iconic companies. It introduces the authors' highly predictive new measurement tool, the total motivation factor, which allows leaders to measure the strength of their culture and understand how it changes over time. It gives leaders the tools to transform their own workplaces.

High-performing cultures can't be left to chance; organizations must create systems that shape and maintain them. Whether you're a five-person team or a start-up, an elementary school or a university, a nonprofit or a mega-institution, *Primed to Perform* shows you how.

About the Author

Neel Doshi and Lindsay McGregor have a combined twenty years of practical experience transforming cultures at iconic institutions. They are the cofounders of Vega Factor, a company that helps organizations build high performing, adaptive cultures through technology, learning programs, and process design.

Previously, Neel Doshi was a Partner at McKinsey & Company, founding member of a tech startup, and uninspired employee of several mega-institutions.

Lindsay McGregor led projects at McKinsey & Company with Fortune 500 companies as well as school systems and nonprofits.

Lindsay and Neel are married and live in New York City.

Users Review

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Kimi Frantz:

This *Primed to Perform: How to Build the Highest Performing Cultures Through the Science of Total Motivation* are generally reliable for you who want to be described as a successful person, why. The reason of this *Primed to Perform: How to Build the Highest Performing Cultures Through the Science of Total Motivation* can be one of many great books you must have is actually giving you more than just simple studying food but feed you with information that perhaps will shock your preceding knowledge. This book is actually handy, you can bring it everywhere you go and whenever your conditions in e-book and printed versions. Beside that this *Primed to Perform: How to Build the Highest Performing Cultures Through the Science of Total Motivation* forcing you to have an enormous of experience for example rich vocabulary, giving you tryout of critical thinking that we know it useful in your day activity. So , let's have it and revel in reading.

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