



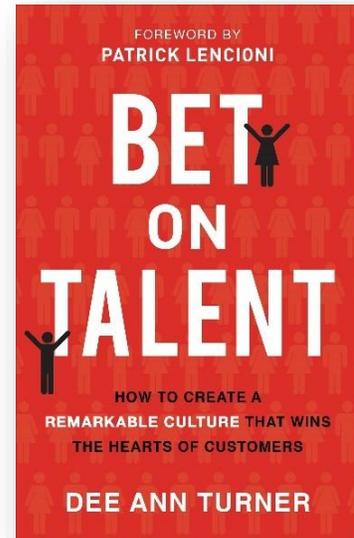
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Customers Are Hungry for Legendary Service

How to Hire Extraordinary Talent & Create a Remarkable Culture

Chick-fil-A's first female officer and a former talent architect, Dee Ann Turner, helps leaders discover the impact of selecting extraordinary talent to build a remarkable culture within their teams and organizations—it's the secret sauce of legendary service.

When it comes to running a business, the most important decisions a leader makes are not about products or locations; they're about people. For more than thirty years, Dee Ann Turner has been recruiting, selecting, and retaining some of the best talent in the restaurant business. In *Bet on Talent: How to Create a Remarkable Culture That Wins the Hearts of Customers* (Baker Books, Sept. 2019), Turner shares her secrets on how to build, sustain, and grow an organizational culture that attracts extraordinary talent and consistently delights customers, regardless of your industry.



Bet on Talent teaches leaders how to:

- create a remarkable company culture
- select, sustain, and steward talent
- nurture internal relationships
- grow organizational loyalty that encourages customer loyalty
- instill the practice of servant leadership within your organization
- treat everyone with honor, dignity, and respect

This book offers fresh, new ideas to inspire and lead a team to success. Readers will discover the tried and true model that created and will create a remarkable experience guests will not just remember but crave!

Bet on Talent: How to Create a Remarkable Culture That Wins the Hearts of Customers
by Dee Ann Turner

ISBN: 9780801094361 | 224 pages, Hardcover | \$22.99 | September 2019

Baker Books has a vision for building up the body of Christ through books that are relevant, intelligent, and engaging. We publish titles for lay Christians on topics such as discipleship, apologetics, spirituality, relationships, marriage, parenting, and the intersection of Christianity and culture. We also publish books and ministry resources for pastors and church leaders, concentrating on topics such as preaching, worship, pastoral ministries, counseling, biblical reference, and leadership. Learn more at www.BakerBooks.com.



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About the Author

Dee Ann Turner first began her career at Chick-fil-A, Inc. more than thirty years ago. In 2001, she became Chick-fil-A's first female officer—vice president, talent—responsible for franchisee selection, talent acquisition, talent management, HR operations, diversity and inclusion, culture and engagement, and learning and development. After 33 years of service, she retired in 2018. She has since shared her expertise as a speaker at venues such as the Coca-Cola Company, Propel Leadership Conference with John Maxwell and Christine Caine, Right Now Media, and the US Air Force Academy's National Leadership and Character Symposium, among others. Turner lives in Atlanta, Georgia.

Social Media

Twitter: <https://twitter.com/DeeAnnTurner>

Facebook: <https://www.facebook.com/DeeAnnTurnerAuthor/>

Instagram: <https://www.instagram.com/deeannturner/>

Praise for *Bet on Talent*

“This book is filled with practical tools and insightful stories that beautifully illustrate how to create your own remarkable culture, select extraordinary talent, and win the hearts of your customers. Bet on talent and bet on this book!”

-Stephen M. R. Covey, New York Times and #1 Wall Street Journal bestselling author of *The Speed of Trust*

“Bet on talent? Every time. Dee Ann Turner has given us a great guide for how to get ahead of the pack. She draws on her long career with Chick-fil-A to show you how to hire the best people, sustain a thriving culture, and leave customers saying, ‘Wow!’”

-Michael Hyatt, New York Times bestselling author

“In *Bet on Talent*, Turner outlines the essence and elements of a remarkable culture and how you can grow that culture by selecting the right talent. In these pages, Turner can help you grow your organization to its fullest potential.”

-Cheryl Bachelder, former CEO of Popeyes Louisiana Kitchen, Inc. and author of *Dare to Serve*

“For three decades, Dee Ann Turner was a key leader in creating the remarkable culture that is the guiding force of Chick-fil-A's success in becoming America's most popular quick-service restaurant. *Bet On Talent* presents an opportunity to learn from the master practitioner.”

-James L. S. “Jimmy” Collins, president and COO (Retired) of Chick-fil-A, Inc.

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Suggested Interview Questions

1. Please explain how a flat tire changed your life.
2. In your book you discuss the quality of products and services as important, but what is the foundation for a remarkable culture? Discuss the effects both internally and externally that a remarkable culture can create.
3. What does a toxic culture look like? How does fear play into it and how does this impact the company as a whole?
4. Please describe the differences between rules and principles. Can you offer some example scenarios?
5. How can you grow commitment from your staff?
6. Please discuss some of the practices you use in selecting talent.
7. What do you believe is the most important role of a leader, and what would be some distinguishing features of remarkable leadership?
8. You discuss focal points and the importance of casting a vision for the organization, then effectively communicating that vision. Why are these things vital to the success of a culture?
9. You offer four ingredients for a remarkable culture:
 - A *Well-Defined Purpose*
 - A *Commitment to the Mission*
 - An *Articulation of Core Values*
 - A *Demonstration of Guiding Principles*Please expand on each of these and explain their significance.
10. Please explain the importance of getting better before getting bigger.
11. What is the fuel for innovation, and how can respect and honor create more momentum?
12. Why is intentionality so important to keep a company's culture from beginning to erode? What are some signs to look for that a company is headed in that direction, and what are some steps leaders can take to prevent it?

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13. You talk about an equation: Why + What + How = An organizational culture. Where does the “Who” fit into the equation?
14. What is the most important decision a leader can make?
15. What is the difference between hiring people and selecting talent? Please explain the “3 C’s.”
16. How can leaders and businesses begin to improve their culture?
17. Please talk about “sustainability,” the importance and the components.
18. What are some ways businesses can be stewards of seasoned leaders, and why is this important?
19. Please describe the biggest differences between “a calling” and “a job.”
20. In your book you discuss today’s business environment and how it is becoming increasingly unusual for employees to stay with a company 20, 30, and 40-plus years. What are some reasons behind this, and what are some steps business leaders can take to retain good talent?
21. For business leaders and for readers who do not have a leadership position, what are some of the most important takeaways from this book?

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