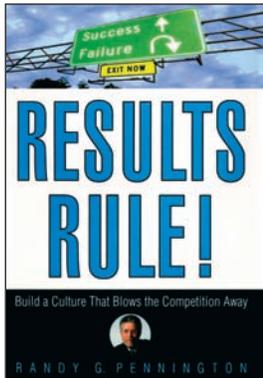


## SmithBucklin Cited in New Book Offering Strategies for Building Organizational Cultures That Deliver Results



*Results Rule! Build a Culture That Blows the Competition Away*

*“When you share common values with client leaders and have built a foundation of trust, small issues become non-issues and big issues become opportunities for mutual problem solving and learning.”*

*Henry S. Givray,  
SmithBucklin Chairman & CEO*

SmithBucklin, the world’s largest association management company, is featured in the just-released book, *Results Rule! Build a Culture That Blows the Competition Away*.

The book’s author, veteran business performance consultant Randy G. Pennington, notes two vital truths about most successful companies: they never lose focus on results, and they always create a compelling organizational culture that engages all employees in the company’s mission. Pennington writes that these intangibles are what separate truly great companies from all others, and lead to consistent results. He illustrates his points with real-world examples.

In addition to SmithBucklin, Pennington examines companies including Southwest Airlines, GE and Procter & Gamble. *Results Rule!* is based on Pennington’s work and research with organizations that set the standard for results, relationships, and accountability.

He observes that industry leaders know that their products or services are interchangeable in the minds of most customers; their secret to success lies in their culture. While each of these organizations develops its own unique culture, he observes that they have similarities. According to Pennington, the cultures of consistently successful companies:

- Promote honesty and candor;
- Pursue the best over the easiest;
- Leverage the power of partnerships;
- Focus energy on the main things;
- Continuously learn, grow, and improve; and
- Show the courage of accountability.

Quoted in the book, SmithBucklin Chairman and CEO Henry S. Givray states: “If an authentic organizational culture that gives guidance and inspires can be articulated, aligned, reinforced and protected, it will mean the difference between having a good year and building a great, enduring company.”

In *Results Rule!* Pennington notes that the fundamental purpose of SmithBucklin’s culture is to drive growth and build sustained competitiveness for its client organizations. Pennington also notes that “SmithBucklin

believes in building long-term partner relationships with their client organizations based on common expectations, trust, strong communication, collaborative planning, joint evaluations and mutual respect.” In discussing how to measure organizational results, Pennington also points to SmithBucklin’s policy of providing multiple client checkpoints throughout the year to evaluate performance using formal and informal vehicles.

Pennington notes the company’s commitment to not only evaluating traditional performance, but also “soft” issues that involve relationships and trust. Givray explains, “When you share common values with client leaders and build a foundation of trust, small issues become non-issues and big issues become opportunities for mutual problem solving and learning.”

*Results Rule! Build a Culture That Blows the Competition Away* is widely available at major retailers and online booksellers. More information about the book and author Randy Pennington, who frequently speaks to companies and associations, can be found at [www.resultsrule.com](http://www.resultsrule.com). ●

*Randy Pennington helps leaders and organizations build cultures focused on results, relationships, and accountability. He is a twenty-year business performance veteran, author, and consultant who has worked with many of this country’s best-known organizations. Additionally, he serves as an adjunct instructor in the Cox Business Leadership Center at Southern Methodist University.*



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