



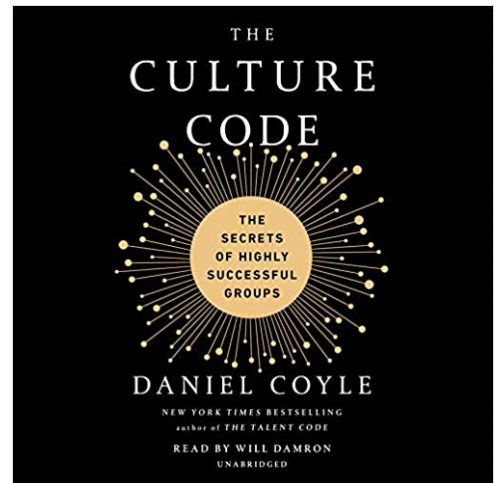
## BOOK REVIEW

### *The Culture Code: The Secrets of Highly Successful Groups* by Daniel Coyle

review submitted by Nathan Huret

I know what you are thinking, "Great – another book about high performing teams. It will go alongside the 22 previous books I've read about the same subject."

I would be right there with you typically, but in his book [\*The Culture Code: The Secrets of Highly Successful Groups\*](#), author Daniel Coyle tackles the familiar subject of group dynamics and successful teams **DIFFERENTLY**, diving especially deep into several areas whose importance often seems overlooked.



From Coyle's research, he boils down great teamwork into three skills/traits:

- **Building safety among the team members.** Members feel comfortable and safe promoting everything from new ideas and expressing their open critique of the next move.
- **Sharing vulnerability to show that NO ONE needs to be perfect.** Vulnerability is often viewed as a sign of weakness, but when team members (and especially LEADERS) express fears or areas of weakness, it builds trust and acceptance often tearing down the notion of cutthroat inter-office competition.
- **The team has purpose – the goal is shared and there is a simple way towards it.** This is what ultimately activates the team and serves as the bridge between now and the future. Sounds easy, right?

*The Culture Code* does bring some fresh perspective to a topic that's been well-covered and can be over-complicated. Gone are the typical strategies and motivators, with Coyle focusing on why our most basic psychological needs (i.e. safety) are all we need to address, doing so with great examples from across the spectrum of life. Overall a very good (and generally quick) read that is worth the time of any leader looking to strengthen the positive culture among the teams in their lives.

Learn more here: <http://danielcoyle.com/the-culture-code/>.