

Foreword	i
Focus on the <i>mission critical</i> aspects of culture.	5
Be loyal to the organization, not the culture.	7
Treat equilibrium like a danger zone.	9
Help shape culture at the local level.	11
Accept personal accountability for culture change.	13
Protect the organization's operating results.	15
Push for speed in the change process.	17
Don't be surprised when culture counterattacks.	19
Expect the situation to get worse before it gets better.	21
Be thankful for corporate culture diversity.	23
One last thought . . .	25