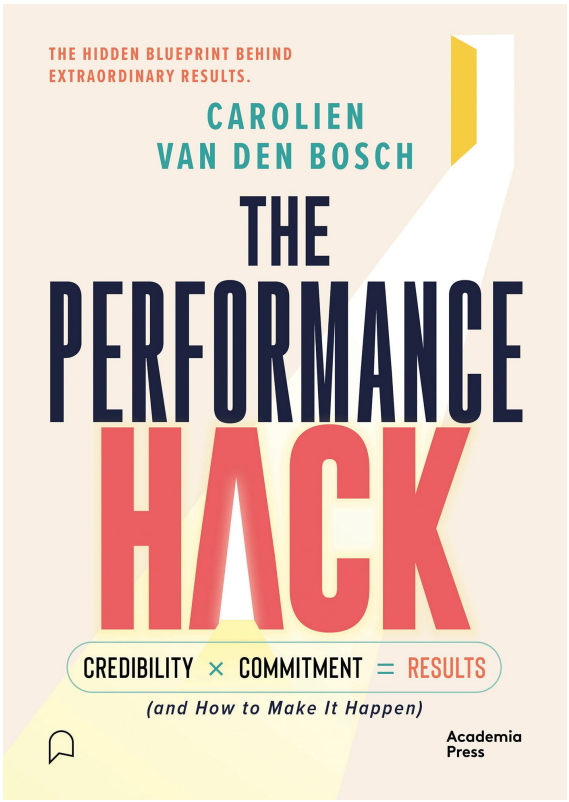
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The Performance Hack

Credibility x Commitment = Results (and How to Make It Happen)

Carolien Van Den Bosch

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- The first model to demonstrate that performance is created through the multiplication of credibility and commitment — not by either one alone
- Breaks through the traditional view of strategy and culture as separate domains
- Grounded in in-depth research, yet written for the realities of tomorrow's practice, with immediately applicable tools and insights

While many books focus on either strategy or culture, Van Den Bosch presents an evidence-based model demonstrating that strategy only succeeds when it is embedded in the culture, teams, and daily practices of an organization. This book translates the dynamic interplay between strategy and culture into practical actions aimed at building an organization that consistently delivers results. It provides leaders with a concrete framework to systematically activate performance, including the Performance Blueprint for identifying and resolving performance bottlenecks. Combining scientific insights with inspiring real-world examples from a variety of organizations, it also offers practical tools and actionable guidance that leaders can immediately apply in their own context.

Carolien Van Den Bosch is an international keynote speaker and author revealing how everyday human behavior truly shapes leadership, culture and performance.

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