

SANTASADŌ

Danielle Braun & Jitske Kramer - The Corporate Tribe

Organization lessons from anthropology

BESTSELLERS | CHANGE MANAGEMENT | LEADERSHIP | ORGANIZATIONS



No challenge is entirely new. In 60,000 years of human existence, nearly every problem we face in modern business has already been seen...and solved. We just have to figure out how to apply that age-old tribal wisdom to our current circumstances.

The Corporate Tribe will take you on a journey to discover the essence of culture and the secret to successful change programs. Along the way, it will introduce you to the cultural traditions of different people across the globe and provide you with the practical tools you need to apply what you find to today's organizations. Through thirty compelling

stories, *The Corporate Tribe* will reveal what, deep down, you already know.

At turns unfamiliar and disruptive, illuminating and inspirational, *The Corporate Tribe* offers a powerful paradigm and skillset for tackling organizational and leadership challenges in the twenty-first century and beyond. It is a book for leaders, consultants and advisors who are looking for a fresh perspective and proven solutions, for those who want to build strong communities that are safe for diversity and ready for change.

Danielle Braun and Jitske Kramer are corporate anthropologists. They look at organizations as tribes, organizational charts as kinship systems, leaders as chiefs and mission documents as totem poles. Travel with them to places where spirits linger after death, magic is real and rituals are the key to maintaining order and facilitating transition. You will never look at your organization—or approach its problems—the same way again.

Published in December 2015 | Hardcover | With illustrations | 340 pages | ca. 55,000 words

- Over 35,000 copies sold
- Full English translation available
- Winner of Management Book of the Year
- English rights sold to Routledge
- German rights sold to Schäffer-Poeschel
- Russian rights sold to Alpina Publishers
- Vietnamese rights sold to Nha Nam
- Dutch edition published by Management Impact



ABOUT THE AUTHORS

Danielle Braun and **Jitske Kramer** are the co-authors of *Building Tribes* and *The Corporate Tribe* that won the Management Book of the Year Award in 2016, sold over 35,000 copies and is published in US and UK (Routledge), Germany (Schäffer-Poeschel), Russia (Alpina), Vietnam (Nha Nam), and the Netherlands (Management Impact).

Danielle Braun is an expert in the fields of leadership, change and organizational culture. After her studies in African and Asian witchcraft and religions, she did her PhD in leadership and organizational culture, focusing on the Dutch police force. A highly sought-after speaker who takes you on an unforgettable journey, Danielle is co-founder and director of the Culture Academy. She is the author of *Patterns* and *That's Crazy*, on how we perceive normal and abnormal.

Jitske Kramer is an expert in the fields of diversity, international teamwork and corporate culture. As a trained ethnographer, she did research in Botswana and Uganda before becoming an organizational consultant. She is the best-selling author of *Deep Democracy*, *Managing Cultural Dynamics*, *Wow! What a Difference*, *Jam Cultures*, *Voodoo* and *Work Has Left the Building*.

RECOMMENDATIONS

'A wonderful perspective on how organizations work today.'

Simon Sinek, author of *Start with Why*, *Find Your Why* and *The Infinite Game*

'Nothing has prepared me more for my career as a writer and a journalist than my studies in anthropology. I cannot think of a field that wouldn't benefit from anthropological insights. In making these insights available to organizations and their leaders, Braun and Kramer have fulfilled an essential and dire need.'

Joris Luyendijk, author of *Swimming With Sharks*

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