



# BUILDING HIGH-PERFORMANCE TEAMING CULTURES FOR A FAST-PACED WORLD

## CULTURE CODE CHAMPIONS

### 7 Steps To Scale & Succeed In Your Business

(ForbesBooks 2020)

Bill Higgs, co-founder Mustang Engineering, Inc. has authored the upcoming book, *Culture Code Champions: 7 Steps to Scale and Succeed in Your Business*, with ForbesBooks, the book publishing imprint of Forbes Media.

This latest endeavor from Bill Higgs is far from the average business book. With *Culture Code Champions*, readers are given a first-hand and real-life account of how Bill created a high-performance team culture at Mustang Engineering. It's a cultural blueprint that helped Bill build Mustang into a multi-billion-dollar enterprise and begs the question of leaders in every industry, "What is your current company culture costing you?"

Whether starting a brand new company or running one that needs a shake-up, the lessons in *Culture Code Champions* are foundational to any thriving business. In simplest terms, Bill identified that culture is another word for the way we get things done. Obvious questions that many leaders take for granted—is there open communi-

cation? Do we have a sense of team? How repeatable and effective are our processes? Is there alignment with our sales process? Are we attracting the right top talent?—are answered with strong evidence and supporting step-by-step advice for implementing a high-performance culture of your own.

**"We achieved success because of the culture of the organization we created. That's right: because of the culture—that touchy-feely intangible quality that so many companies don't put energy into."**

During his time at Mustang, Bill and one of his two co-founders were dubbed "Kings of Culture" by industry publication, *Upstream*. And while profits helped, their success was owed to the fact that they had built a com-

pany where loyalty and taking care of people reigned supreme. The company changed the lives of its people, their families, the vendors, clients they served, and people in the communities where they lived. It made for an energetic, positive work environment that elevated people's attitudes, and ultimately enhanced productivity across all levels of the business.

Bill Higgs is living proof that you can make this kind of teaming culture a reality for your business, regardless of industry. All you need to do is follow the path he's cleared by writing *Culture Code Champions* and sharing his hard-won wisdom.

If your business needs a culture correction and you want to improve your bottom line, you can learn more by picking up a copy of *Culture Code Champions: 7 Steps to Scale and Succeed in Your Business*. You can also get fresh, weekly insights from Bill Higgs on the Culture Code Champions Podcast. The first ever guest was General David Patreaus, so don't miss out on more. Be sure to tune in.



**BILL HIGGS** graduated from West Point in 1974. Upon leaving the Army with the rank of Captain, Higgs turned his ambition towards the business world. A Co-Founder of Mustang Engineering Inc., Bill and his partners were given the industry title of “Kings of Culture” worldwide in recognition of the win-win business culture they were able to create. They also earned Lifetime Achievement Awards for “Visionary Leadership in the Process Industry.” Since retiring from Mustang, Bill has become an in-demand ForbesSpeaker and is the author of *Culture Code Champions*, a ForbesBooks publication. He is also the host of the Culture Code Champions podcast which launched in 2019 and achieved iTunes New and Noteworthy status.



**“This is one of the most important books you will read on developing leadership skills through a focus on culture. I’ve studied the best coaches and teams in college sports and the winners have a tight-knit, branded culture they can rally around. The culture of continuous improvement and taking care of each other allows the team to perform in an extraordinary manner under intense pressure. We have many serious challenges in today’s world. This book provides a plan and path to achievement by being inclusive and making heroes of others.”**

**— PAUL FINEBAUM**  
**TELEVISION AND RADIO PERSONALITY, ESPN**  
**NEW YORK TIMES BESTSELLING AUTHOR**

**ForbesBooks**  
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