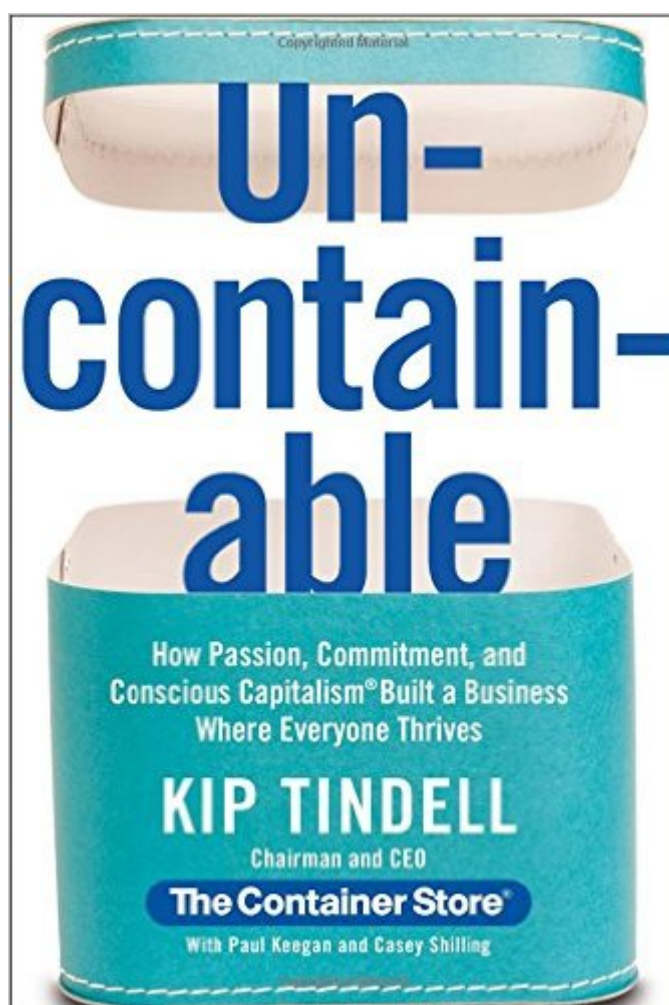


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# Uncontainable: How Passion, Commitment, And Conscious Capitalism Built A Business Where Everyone Thrives



## Synopsis

"You're going to sell what? Empty Boxes?" Back in 1978, Kip Tindell (Chairman & CEO of The Container Store) and his partners had the vision that people were eager to find solutions to save both space and time - and they were definitely onto something. A new category of the retailing industry was born - storage and organization. Today, with stores nationwide and with more than 5,000 loyal employees, the company couldn't be stronger. Over the years, The Container Store has been lauded for its commitment to its employees and focus on its original concept and inventory mix as the formula for its success. But for Tindell, the goal never has been growth for growth's sake. Rather, it is to adhere to the company's values-based business philosophies, which center on an employee-first culture, superior customer service and strict merchandising. The Container Store has been named on Fortune magazine's "100 Best Companies To Work For" list for 15 consecutive years. Even better, The Container Store has millions of loyal customers. In *Uncontainable*, Tindell reveals his approach for building a business where everyone associated with it thrives through embodying the tenets of Conscious Capitalism. Tindell's seven Foundation Principles are the roadmap that drives everyone at The Container Store to achieve the goals of the company. *Uncontainable* shows how other businesses can adapt this approach toward what Tindell calls the most profitable, sustainable and fun way of doing business. Tindell is that rare CEO who fully embraces the "Golden Rule" of business - where all stakeholders - employees, customers, vendors, shareholder, the community - are successful through a harmonic balance of win-wins.

## Book Information

Hardcover: 272 pages

Publisher: Grand Central Publishing; F First Edition edition (October 7, 2014)

Language: English

ISBN-10: 1455526851

ISBN-13: 978-1455526857

Product Dimensions: 6.5 x 1.1 x 9.4 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (35 customer reviews)

Best Sellers Rank: #166,928 in Books (See Top 100 in Books) #128 in [Books > Business & Money > Industries > Retailing](#) #243 in [Books > Business & Money > Business Culture > Ethics](#) #388 in [Books > Business & Money > Business Culture > Workplace Culture](#)

## Customer Reviews

In this book, written with Paul Keegan and Casey Shilling, Kip Tindell shares the most valuable lessons he has learned from several separate but (to some extent) interdependent journeys. His own, of course, as co-founder, chairman, and CEO of The Container Store, a process during which he has achieved personal growth and professional development. However, there are also the journey of the company from its founding in 1978 until its debut as a public company last year (November 1, 2013) as well as the shared adventures with co-founder Garrett Boone, Tindell's family (especially wife Sharon), associates (especially Melissa Reiff, president and COO), and allies such as John Mackey, co-founder and CEO of Whole Foods Market. Throughout his lively and eloquent narrative, Tindell cites several reasons for the company's exceptional success (e.g. on average, 20% growth each year it has been in business). They include "passion, commitment, and conscious capitalism" to which the book's subtitle refers but there are two others of at least equal performance: hiring policies and employee-centrism that have established and sustain a truly unique culture. How was that achieved? Here's Tindell's response: "This first Foundation Principle [i.e. 1 Great Person = 3 Good People] is our hiring and payroll philosophy: One great person is equal to three good people. We really believe that. . . We're trying to get the very best people we can, in the stores, in the office, and in our distribution center. No one is overqualified... We absolutely want our people to be the best. We love and are compassionate to everybody, but we want excellence. I think life is too short not to try to do anything and everything with excellence.

Only one thing prevents this book from being invited to the same table as "Straight from the gut", "Good to great" and other business biography luminaries. And that one thing is, unfortunately, the ultimate success for the employee- and customer satisfaction based business described in the book: The Container Store. I say unfortunately, not because I want to downplay this crucial aspect of business life (there is no scrap value for great intentions) but simply to point towards the immense knowledge to be gained from this book, irrelevant of whether The Container Store makes it out of its current woes or not. "Uncontainable" is 2015 in the same way "Straight from the gut" illustrated a different time with a different management regime. I for one believe this book will age beautifully, becoming a retailer's How-To and a Sustainable Capitalism epistle. This is the story about TCS and its raison d'être. The business was founded in Dallas in 1978 "selling empty boxes". Today the chain has 70 stores and a position as the foremost retailer in America focused on organization and storage products. The book is written by the founder and CEO Kip Tindell, who together with his wife Sharon (Chief Merchandiser) is living proof of the sentiment that the performance and behavior of employees follow the examples set by

management. The outline of the book is deceptively simple. Dividing the company's Seven Foundation Principles into a chapter each makes sense from an outline point-of-view, but as they are very interchangeable and do overlap to a large extent, the chapters are more to be seen as different doors leading into the same room. There can be no Principle #6 (Intuition does not come to an untrained mind) without Principle #1 (1 Great Person=3 Good People) and #4 (Communication IS leadership).

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