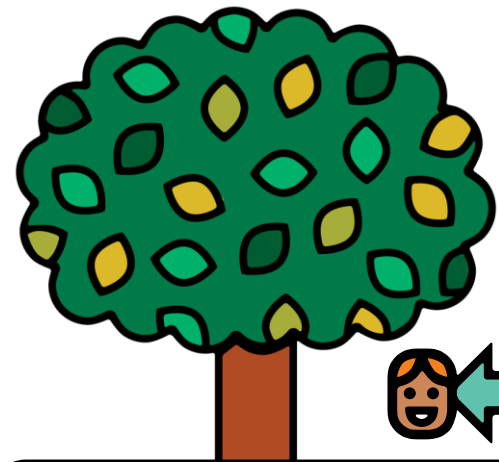
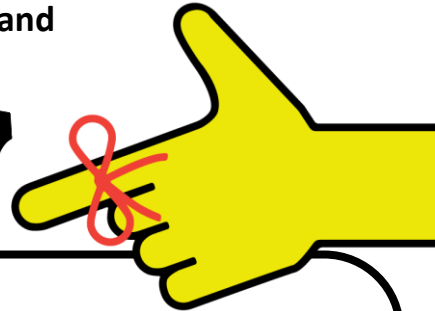


The primary function of leadership is to nurture culture through values.



How to Grow a Company Culture

Clarity of values can make a significant contribution toward good behaviors and a better culture.



When we are removed from any benchmarks of ethical thought, we tend to stray into dishonesty. But if we are reminded of morality at the moment we are tempted, then we are much more likely to be honest.
- Dan Ariely, *Predictably Irrational*

Many organizations hold a yearly company-wide values day where everybody is invited [...] to revisit the organization's purpose, values, and ground rules and inquire how they [...] live up to them.
- Frédéric Laloux, *Reinventing Organizations*



Create boundaries
Discourage the bad behaviors
Encourage the good ones

The company Enron had the values *integrity, communication, respect, and excellence* displayed in its corporate lobby.
Did that work for them?



Culture eats strategy everything for breakfast.

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