



# CULTURE AS YOUR ORGANIZATIONAL FOUNDATION

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Build a High Performing  
Organization



# LEADERSHIP VS MANAGEMENT

## LEADERSHIP

*Produces change and movement*

## MANAGEMENT

*Produces order and consistency*



# The Foundation

- **Values**
- **Culture**
- **Expectations**
- **Empowerment**

A leader is a person who has the ability to get other people to do what they don't want to do and like it!

President Harry S. Truman



# How it looks

## Values

Integrity, Service, Excellence

## Culture

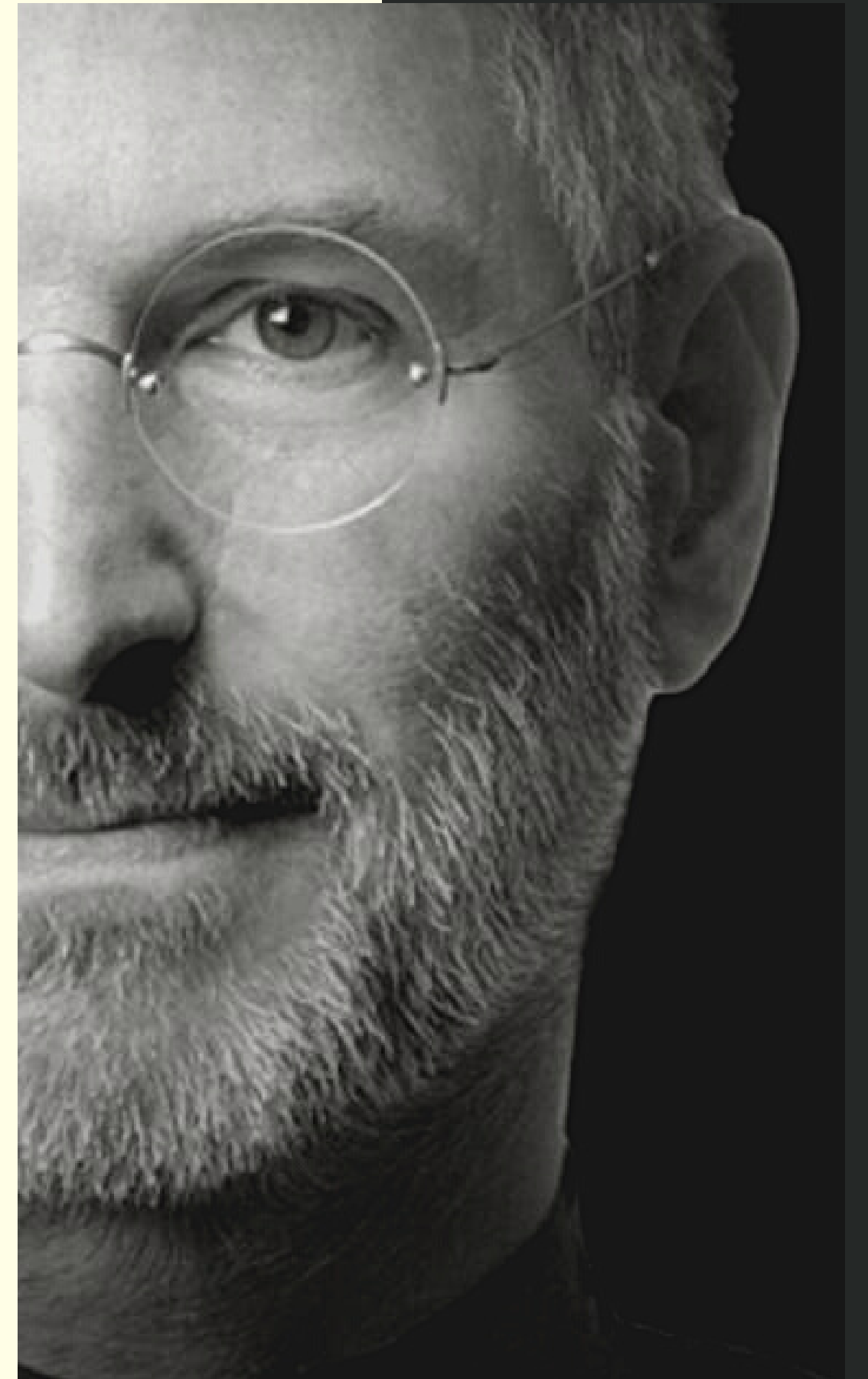
Selflessness, Teamwork, Character,  
Performance, Accountability

## The result

Empowered leaders committed to  
excellence

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# How it works

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VISIBILITY / ACCESSIBILITY

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FORMAL VS INFORMAL LEADERS

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AT THE CORE

- Preparation & Planning
- Communication
- Feedback
- Organization

IT'S A TEAM EFFORT



# The Journey

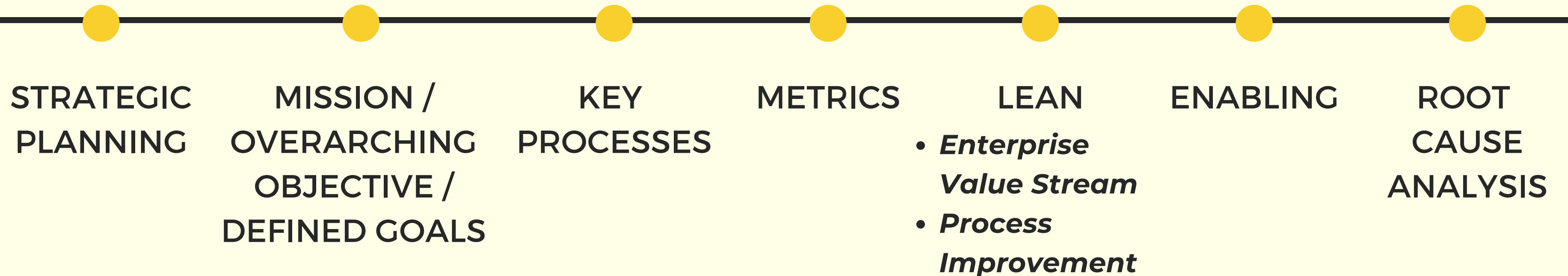
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A JOURNEY MUST HAVE  
WAYPOINTS AND A DESTINATION  
TO DETERMINE SUCCESS. IF YOU  
CAN'T HIT THE WAYPOINTS OR  
YOU DON'T HAVE THEM TO  
BEGIN WITH, THEN YOU'RE LOST  
AND YOU NOT ON A JOURNEY.



# Practical Application

## What you must have!





# Takeways

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- LEADERS & MENTORS
- DEVELOPMENT

NEVER TELL PEOPLE HOW TO DO THINGS TELL THEM WHAT TO  
DO AND LET THEM SURPRISE YOU WITH THEIR INGENUITY  
GEN GEORGE S. PATTON





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# THE REAL KEY TO INCENTIVES

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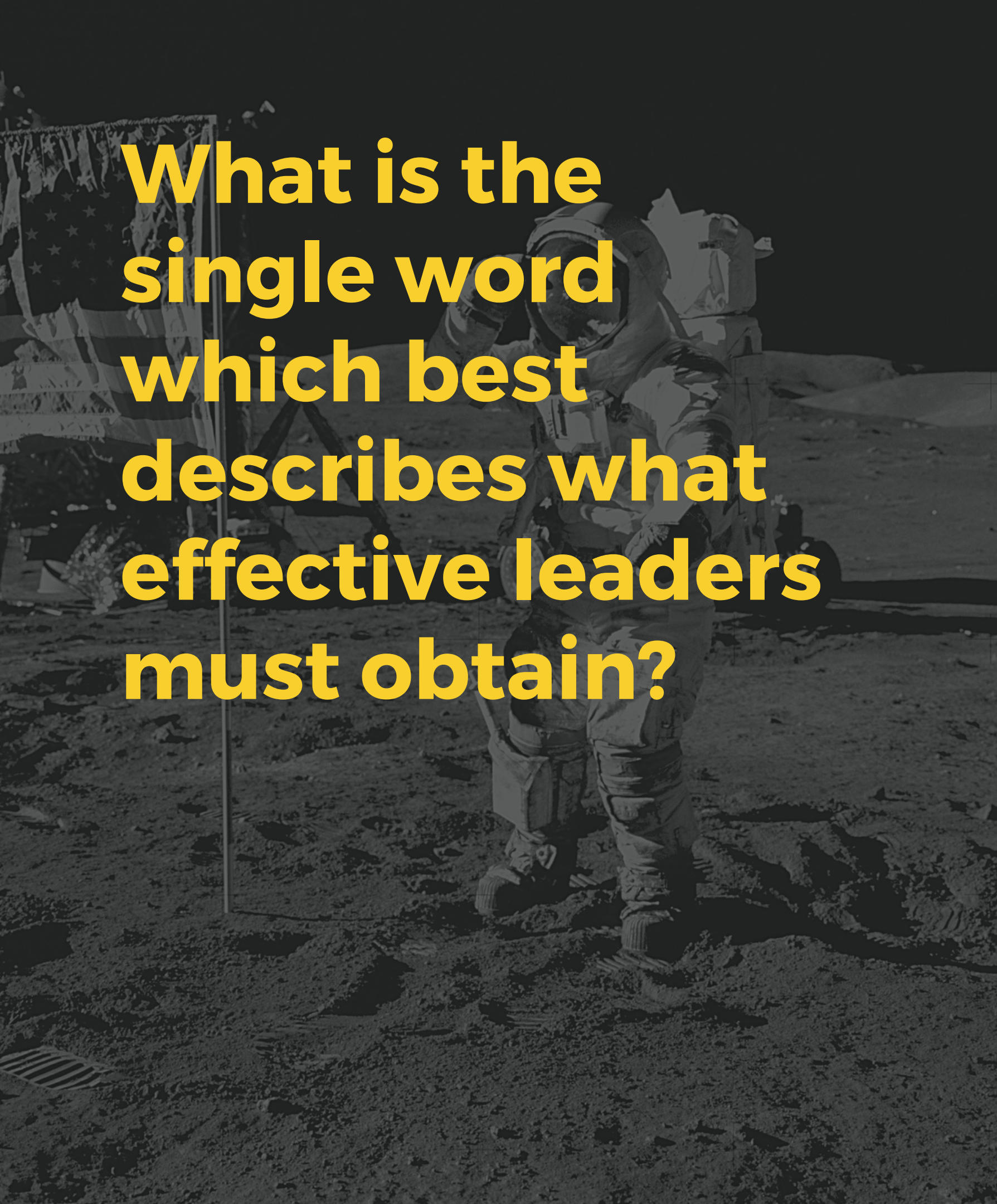
Incentives must drive the team to  
the desired outcome

# WHAT IS LEADERSHIP

Motivating people to do the right  
thing every time by creating an  
environment of trust





A black and white photograph of an astronaut standing on the moon's surface. The astronaut is wearing a full spacesuit and is positioned in the center-left of the frame. To the left of the astronaut, an American flag is partially visible, planted in the lunar soil. The ground is covered in craters and dust. The background is a dark, featureless sky.

**What is the  
single word  
which best  
describes what  
effective leaders  
must obtain?**

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# TRUST

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“Getting people to do what  
they would not ordinarily want  
to do”...Vince Lombardi

# Trust Building Behaviors

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- SHOOT STRAIGHT...BE HONEST
  - **EMPOWER PEOPLE**
  - BE ACCOUNTABLE AND HOLD OTHERS ACCOUNTABLE
  - FIGHT FOR AND USE FEEDBACK
  - BE VISIBLE...LEAD BY WALKING AROUND
  - RIGHT WRONGS
  - MAKE THE TOUGH DECISIONS PERSONALLY AND QUICKLY
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# CORE VALUES THAT CREATE TRUST



CHARACTER

COMPETENCY

COMMITMENT

COURAGE

CONDUCT

*A team who commits to a shared set of values has the ability to accomplish anything!*





**SET THE TONE**

**PROVIDE STRUCTURE**

**CLARIFY NORMS**

**BUILD COHESIVENESS**

**PROMOTE STANDARDS  
OF EXCELLENCE**

*The task of the leader is to get his people from  
where they are to where they have not been...*

*Henry A. Kissinger*



# Words to Avoid

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**HOPE**

Not a strategy

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**TRY**

Not a commitment

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**THINK**

Not taking the time to  
know





# Leadership at All Levels

- Create a clear, achievable and shared vision of the future
- Build a collaborative plan to achieve the vision and effects
- Resources needed for plan to succeed
- Execute, Execute, Execute
- Create sustainability and growth

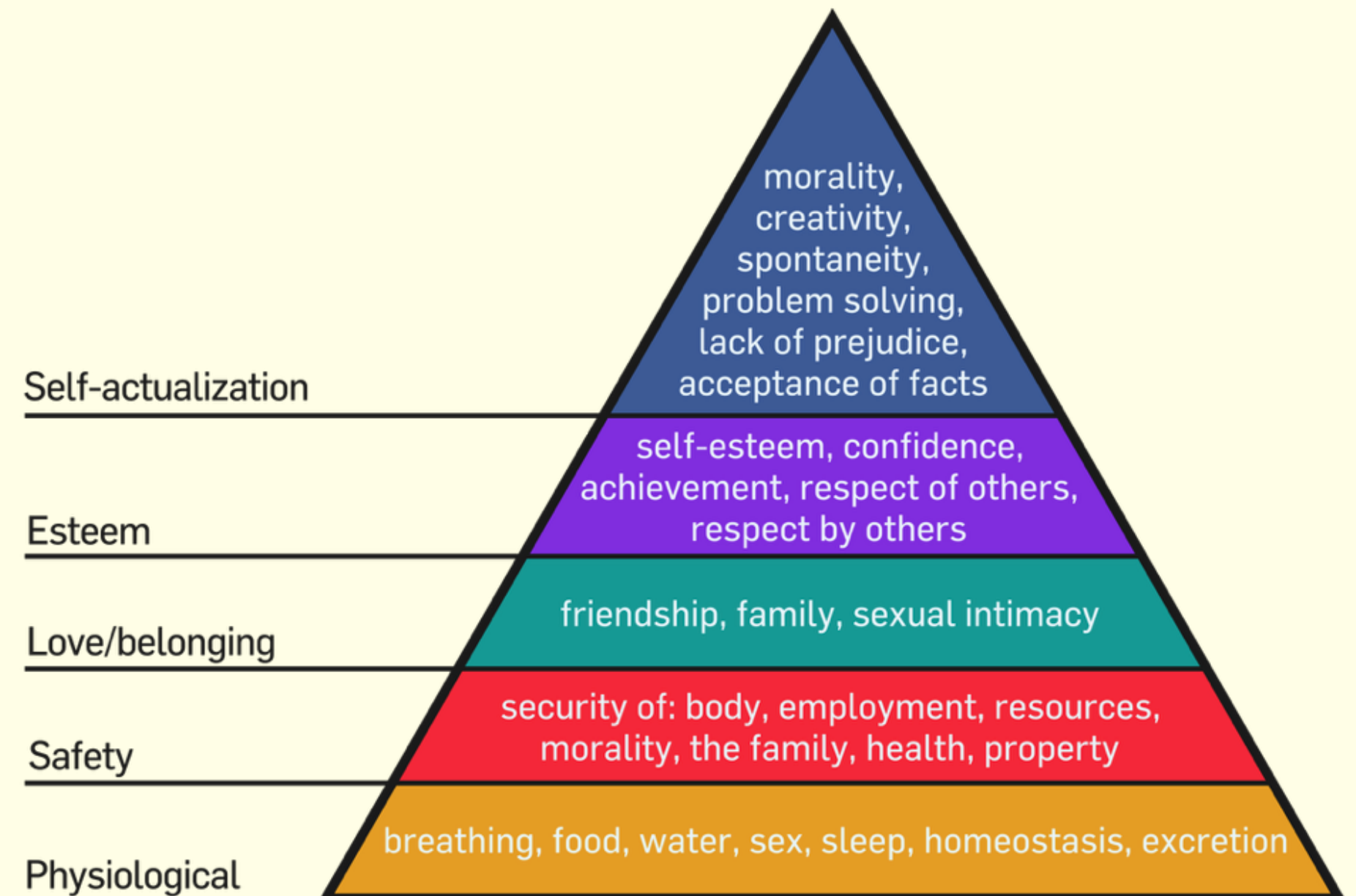


# EFFECTIVE INCENTIVES

## Maslow's Hierarchy

Understanding people is key to being an effective leader

- How they think
- How they react
- What satisfies them
- What motivates them



# FACTORS THAT AFFECT PEOPLE IN THE WORKPLACE

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## HYGIENE FACTORS (PHYSIOLOGICAL, SAFETY)

Do not motivate people. They satisfy people. If they are absent they will dissatisfy and can cause demotivation.

- Pay, working conditions, job security are hygiene factors
- Quality of Life





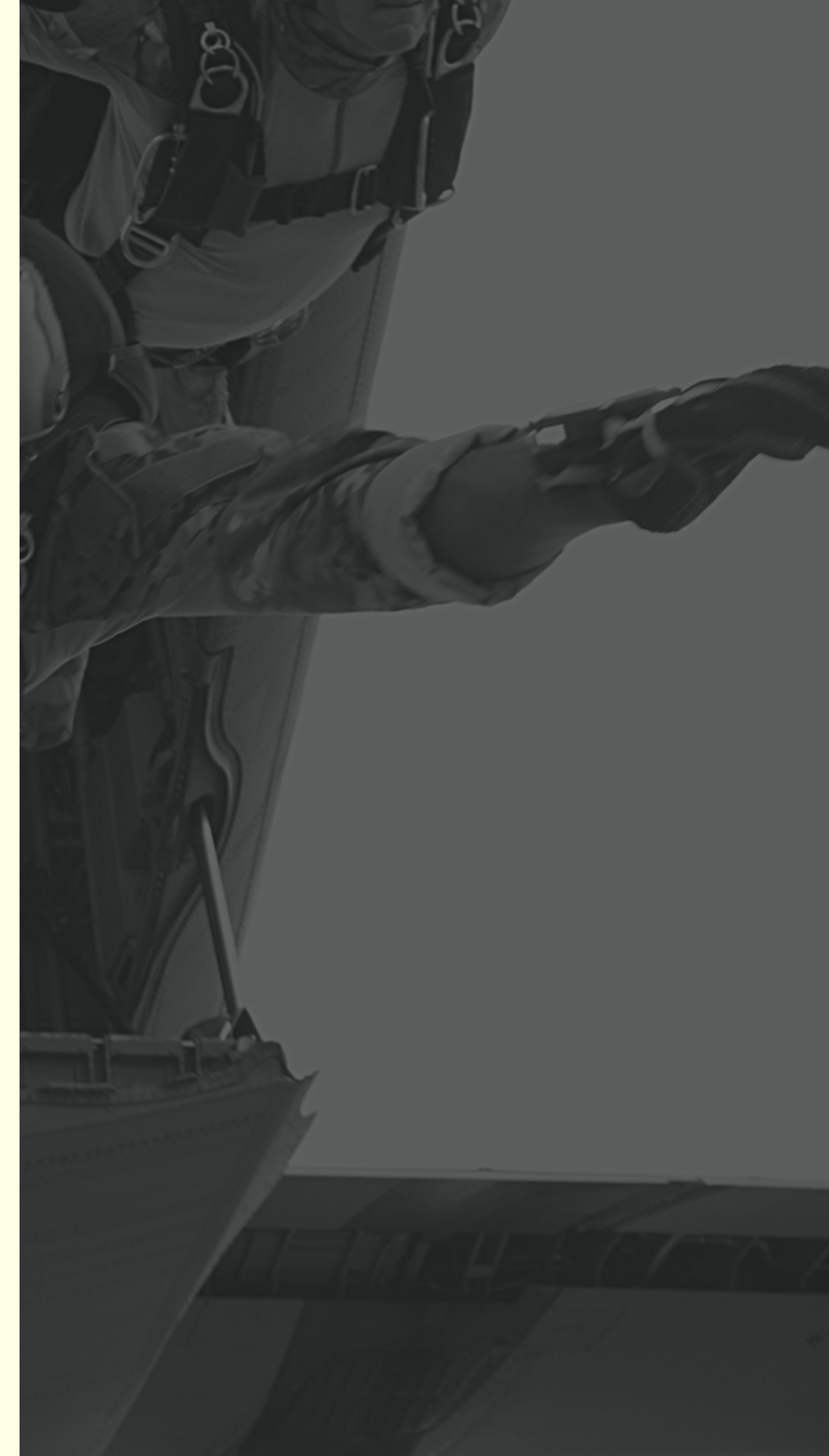
# FACTORS THAT AFFECT PEOPLE IN THE WORKPLACE

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## MOTIVATING FACTORS (LOVE/BELONGING, ESTEEM, SELF ACTUALIZATION)

Are those things that encourage people to give their best to the job and get the most personal reward from the job.

- Recognition, responsibility, meaningful work, empowerment, ownership are motivators
- Quality of Opportunity



# Steven Covey in 7 Habits of Highly Effective People

## Independence or Self-Mastery



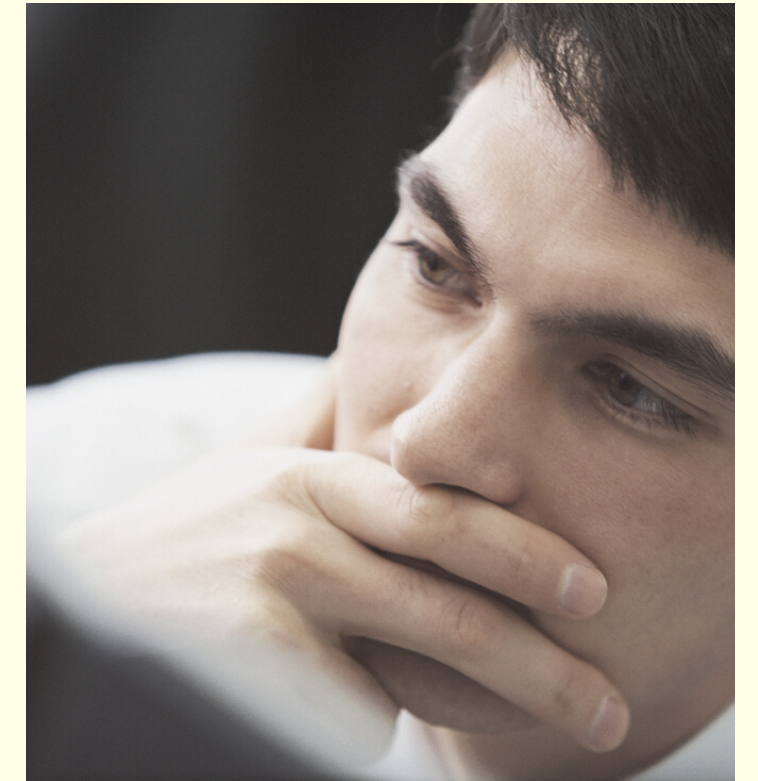
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**HABIT 1:  
BE PROACTIVE**



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**HABIT 2:  
BEGIN WITH THE  
END IN MIND**



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**HABIT 3:  
PUT FIRST  
THINGS FIRST**



# Steven Covey in 7 Habits of Highly Effective People

## Interdependence



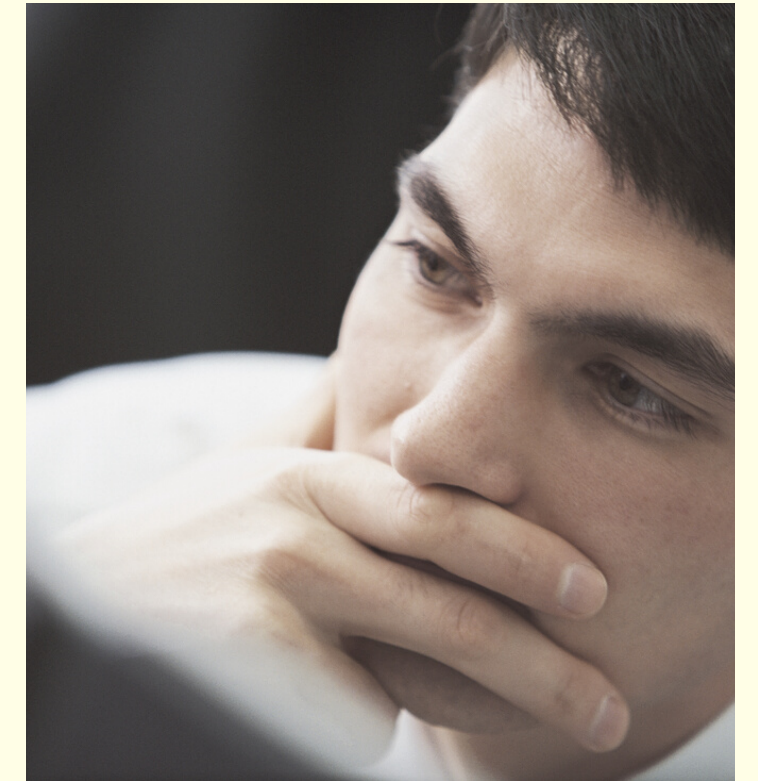
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**HABIT 4:  
THINK WIN-WIN**



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**HABIT 5:  
SEEK FIRST TO  
UNDERSTAND,  
THEN TO BE  
UNDERSTOOD**



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**HABIT 6:  
SYNERGIZE**

# Steven Covey in 7 Habits of Highly Effective People

## Self Renewal



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**HABIT 7:**  
**SHARPEN THE SAW**

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# The Key to Effective Leadership

IF YOUR ACTIONS INSPIRE  
OTHERS TO DREAM MORE,  
LEARN MORE, DO MORE  
AND BECOME MORE, YOU  
ARE A LEADER.

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JOHN QUINCY ADAMS