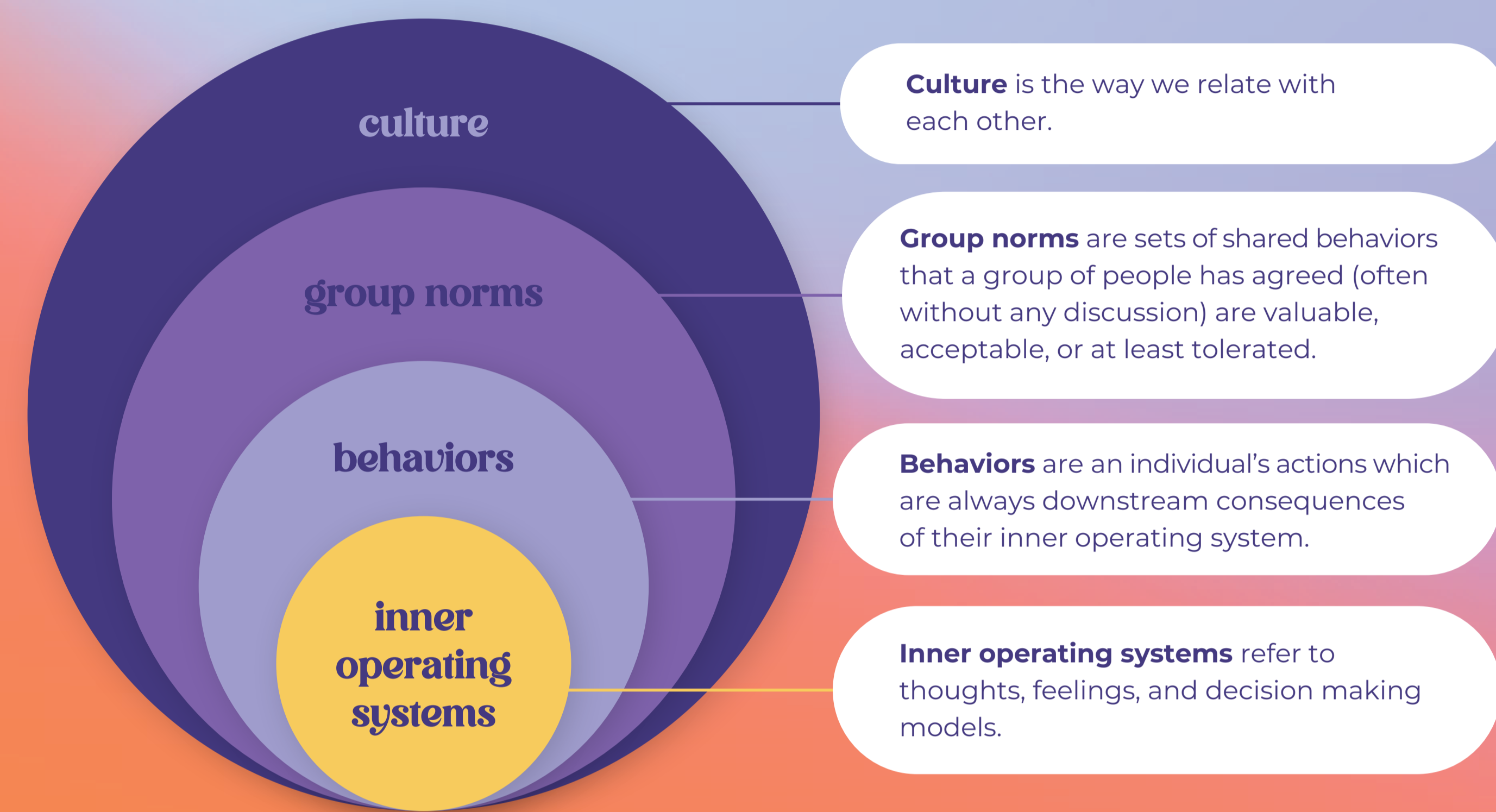


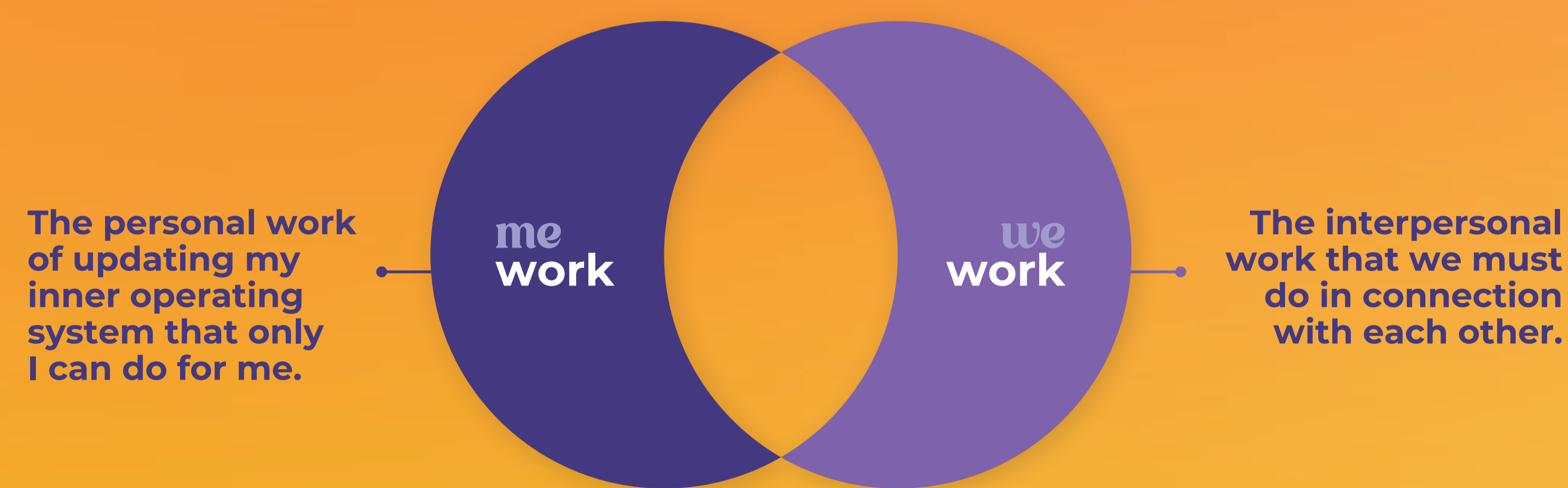
What is **culture**, and how do we change it?

culture is **10x** more important than compensation in determining whether employees will stay or leave.



Cultures only change when group norms change. Group norms change when people behave differently. But humans only change their behaviors lastingly when they have changed the way they think, feel, and make decisions.

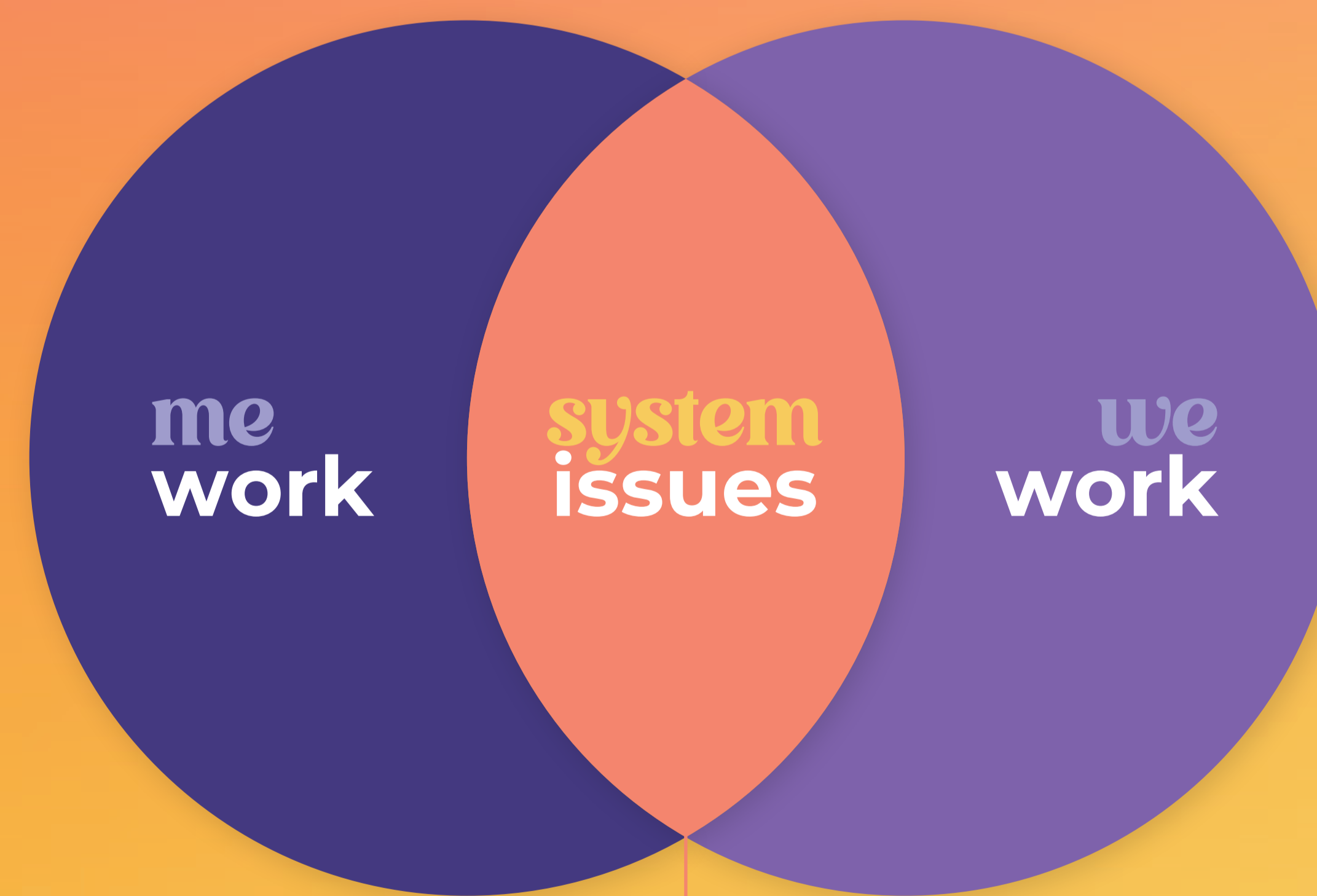
we call this doing our **me work & we work**



Both Me Work and We Work involve a shift from reactivity to responsiveness.

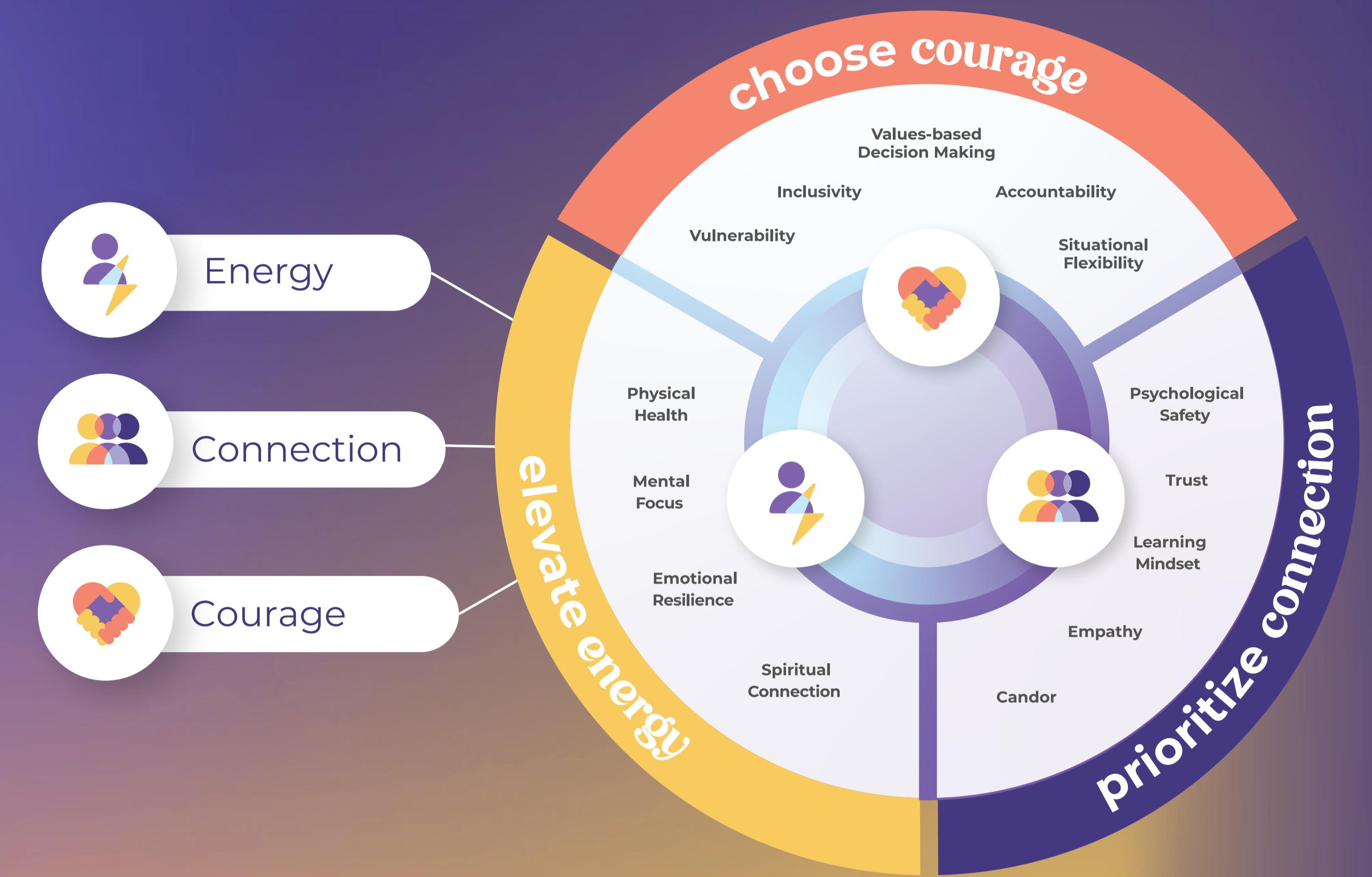


While Me Work and We Work are valuable in many ways, one of the biggest benefits to the organization is that they enable people to better address **system issues** and help the organization fulfill its mission.



The work we must do to attend to the challenges and issues that will inevitably arise in our organization.

what are we focusing on while we're doing this **me, we, and systems work**?



who is responsible for culture change? **everyone!**

Culture is everyone's business. And...



The formal leader of the team has the **greatest impact on culture** because of their positional power. Leaders influence culture by what they demonstrate, reward, and discourage.