



THE CULTURE KEY

Edgar Papke

**Welcome to the
conversation.**

For Today...

- **Define culture**
- **Aligning your culture**
- **Innovation & Accountability**
- **Your challenges**

“Business is a human art.”

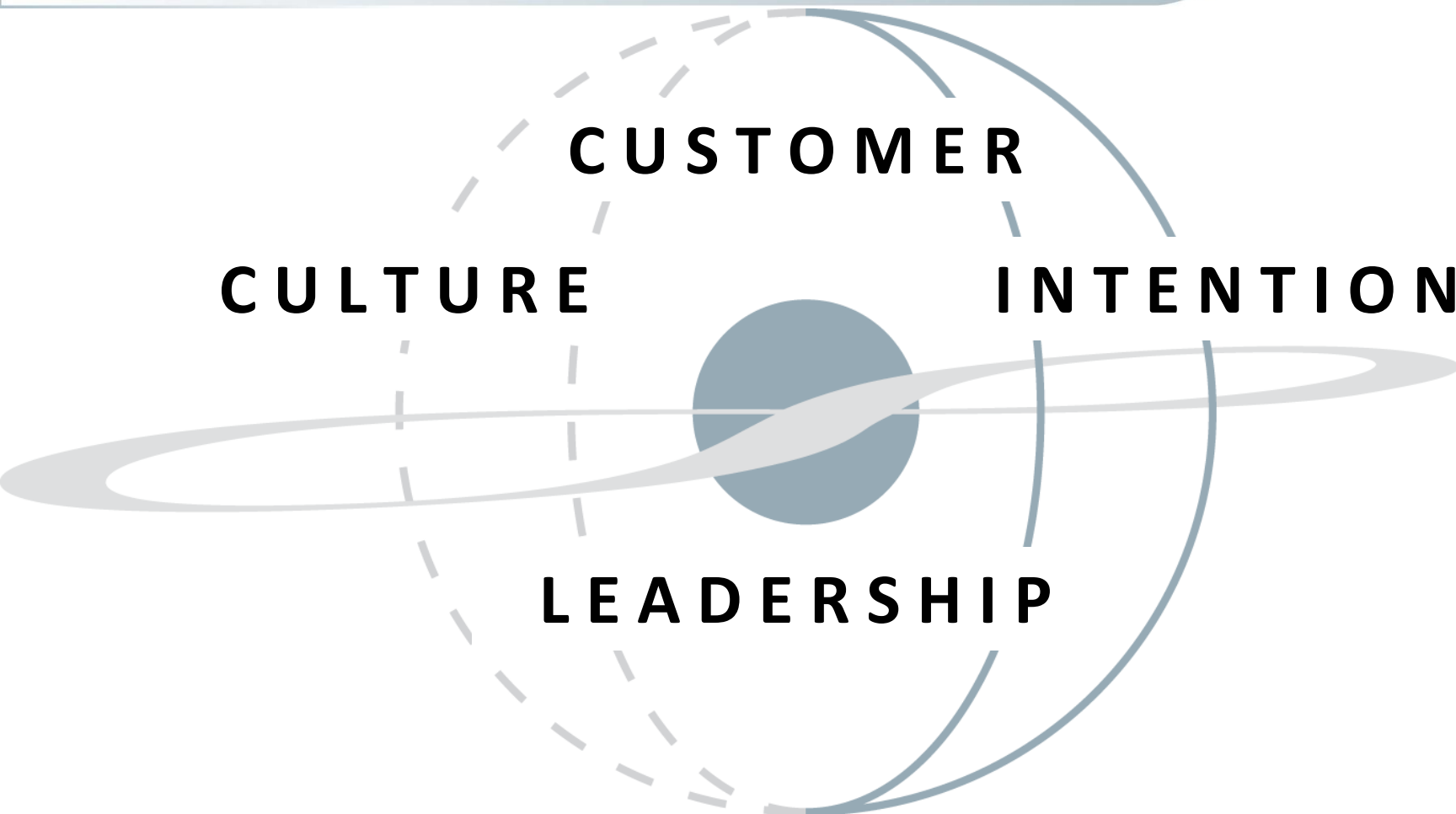


ALIGNED CULTURES...

WHAT


WHY

HOW



THE WHAT...

**COMPETITIVE
INTENTION**




COMPETITIVE INTENTION

- **How you compete**
- **Your market differentiator**
- **Your advantage**
- **Your customer value proposition**
- **Your mission and purpose**

The principal of competitive intention states that in order to compete and win the marketplace, one must deliver a product or service to the customer that is emotionally satisfying and results in a trusting relationship of mutual benefit and respect.

**Why does the customer
spend their money with
you rather than your
competitors?**





WAL★MART



Paul Winkler

THE HOW...

CULTURE



CULTURE

*The things we do around
here to succeed.*

*What is acceptable and
unacceptable behavior.*

LEADING CULTURE

Role Modeling

Reinforcement

Reputation

Characteristics & Levers

Power & Influence

Planning & Goal Setting

Decision-Making

Teaming & Meeting

Hiring / Firing

Conflict Management

Recognition & Reward

Structure

THREE ELEMENTS OF CULTURE



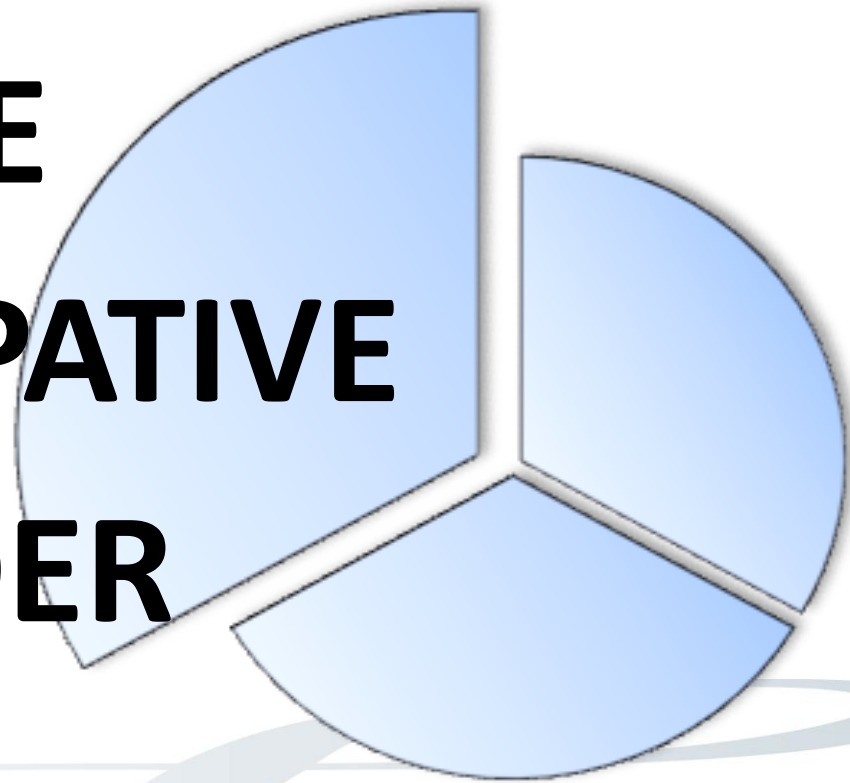
Elements of Culture

Inclusion

Expertise

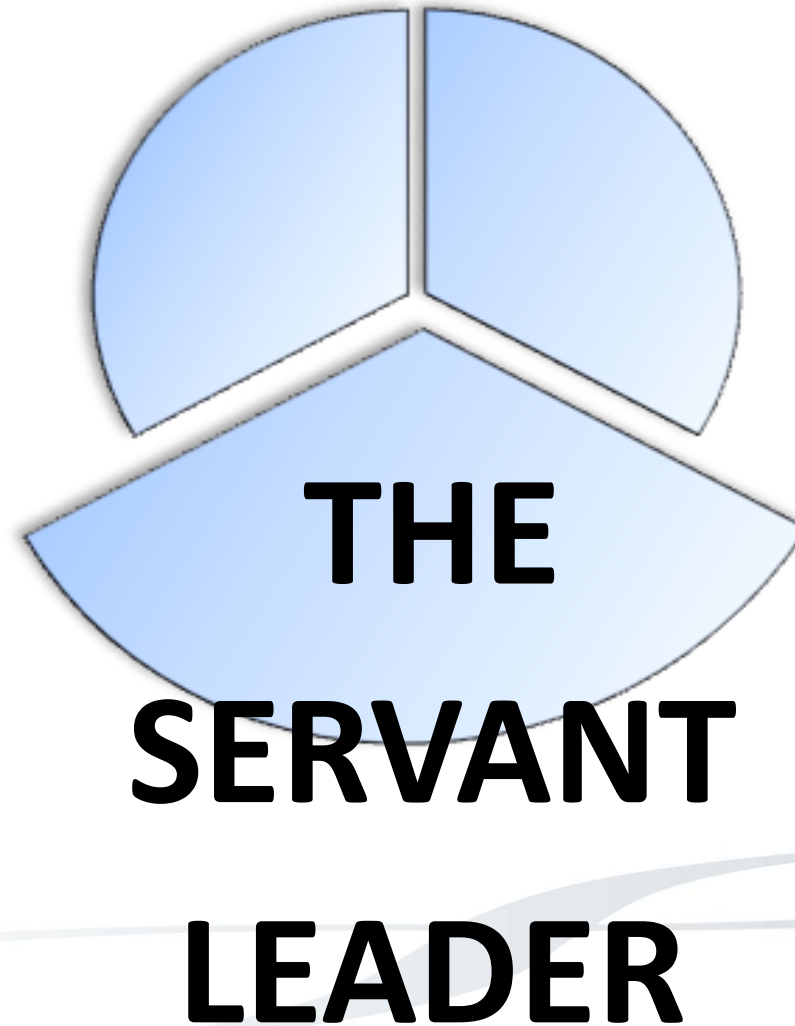
Authenticity

THE PARTICIPATIVE LEADER





THE EXPERT LEADER



**THE
SERVANT
LEADER**

How to get started...

“All change and growth is the result of striving for self-knowledge and realizing our choices.”

It all starts with leadership...

- **The conversation**
- **Clarity and alignment of the what and why**
- **Clarity of the how... culture**

Your Leadership

Role Modeling

Reinforcement

Reputation

**An invitation to continue
the conversation.**



THANK YOU!

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