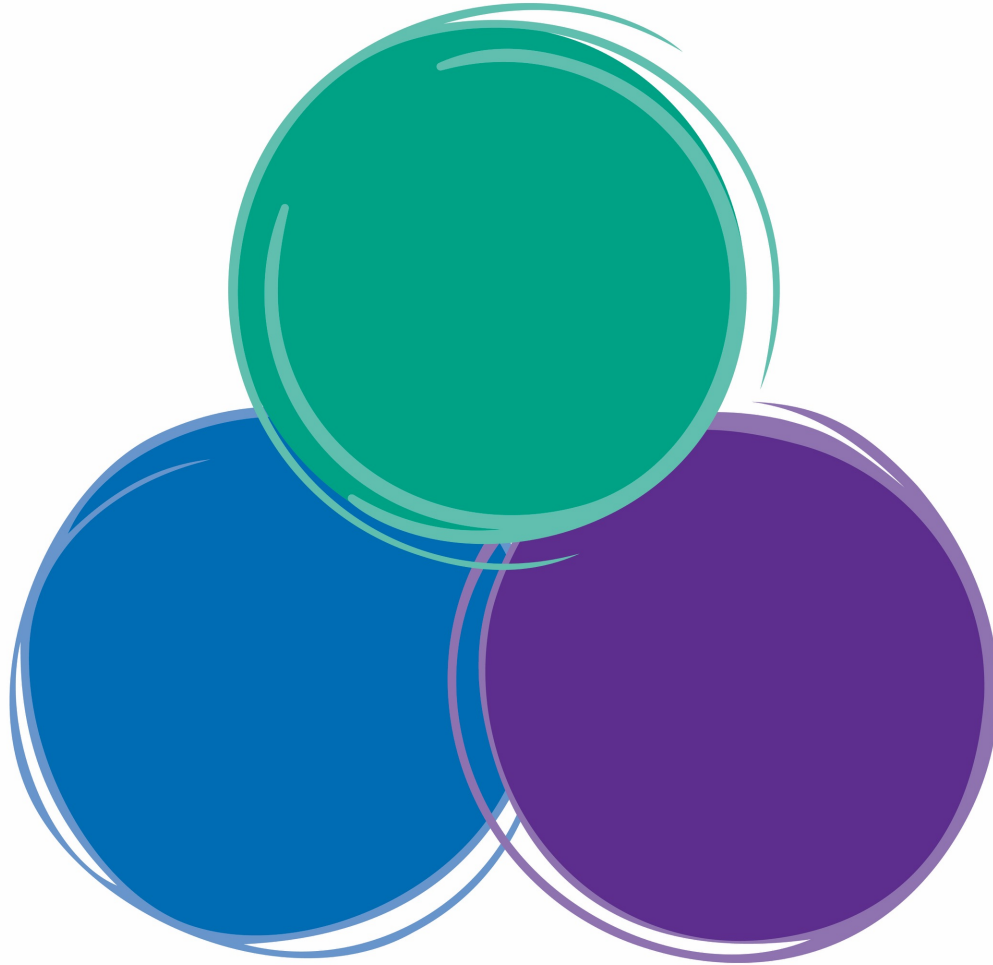


# Build the Culture

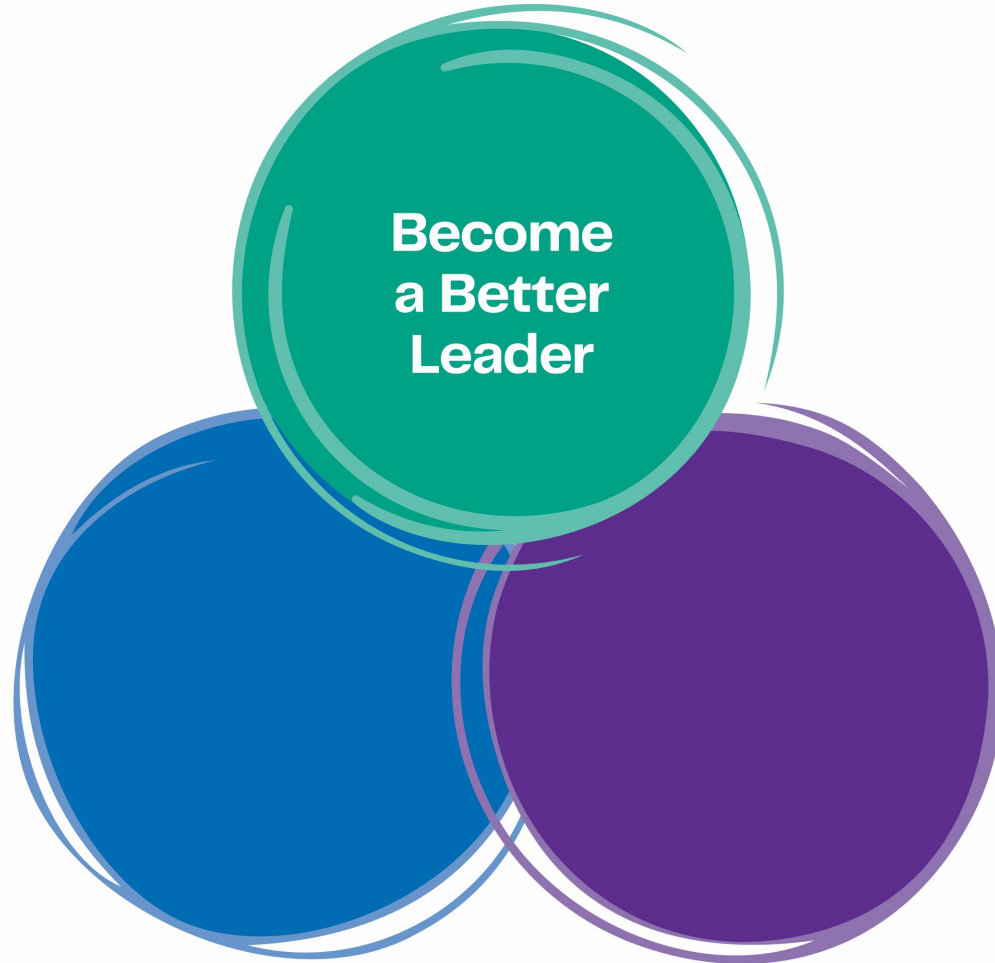
**A Leader's Guide to Creating  
the Ultimate Competitive Advantage**



**Lead Every Day**  
**Operating  
System**



# Lead Every Day Operating System



# **Lead Every Day** **Operating** **System**





# **Lead Every Day** **Operating** **System**



# Lead Every Day Operating System

WHERE DOES  
BUILD THE  
CULTURE FIT?

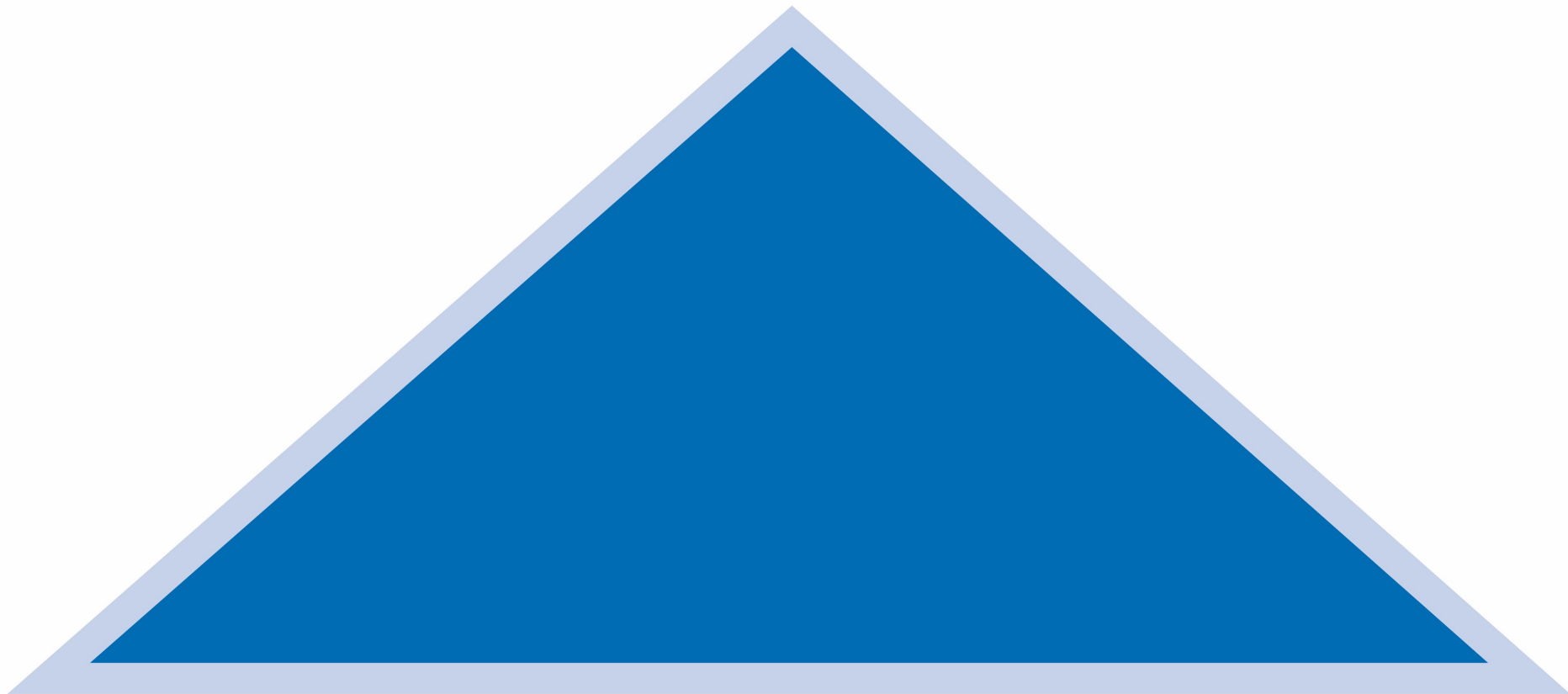


# Lead Every Day Operating System



# Strengthen Your Organization

# Strengthen Your Organization



— Lead Every Day —

# Strengthen Your Organization



**DEVELOP MORE LEADERS**

— Lead Every Day —

# Strengthen Your Organization



# Strengthen Your Organization





# Strengthen Your Organization



# Strengthen Your Organization





**Culture craft is hard**



# WHAT IS CULTURE?

**The cumulative effect  
of what people see, hear,  
experience, and believe.**

# Why work on culture?



**71% of U.S. leaders said culture is the most powerful tool at their disposal to drive performance.**



**When asked to  
rank their priorities,  
building and maintaining  
culture came in...**



#12





**Why do you think culture  
is so far down most  
leader's list of priorities?**



# Three Culture Rules





# Aspire

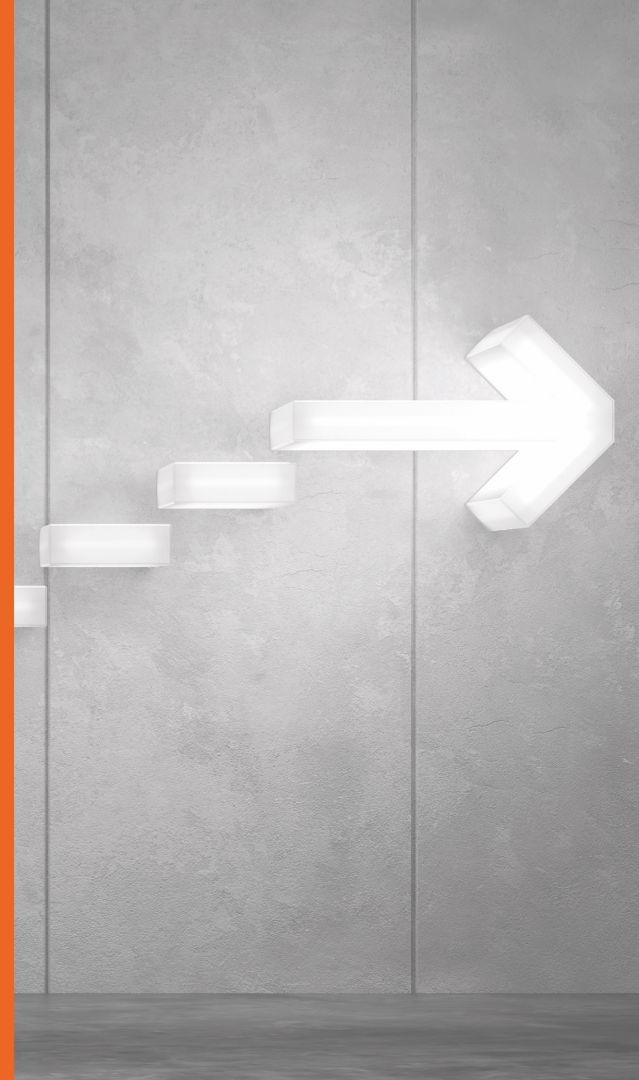
**Share your hopes and  
dreams for your culture**





# Amplify

**Ensure the cultural aspiration  
is reinforced continuously**





# Adapt

**Always work to  
enhance the culture**





# Aspire

**Share your hopes and  
dreams for your culture**







**How would you  
describe the culture  
you're trying to build?**

# Tools at your disposal...



VISION





# Tools at your disposal...

**VISION**

**MISSION**



# Tools at your disposal...

**VISION**

**MISSION**

**PURPOSE**



# Tools at your disposal...

**VISION**

**VALUES**

**MISSION**

**PURPOSE**



# Tools at your disposal...

**VISION**

**VALUES**

**MISSION**

**ETHOS**

**PURPOSE**



# Tools at your disposal...

**VISION**


**VALUES**

**MISSION**

**ETHOS**

**PURPOSE**

**SYMBOLS**



**Why do so many  
leaders fail to share  
their hopes and dreams  
for the culture?**



# Amplify

**Ensure the cultural aspiration  
is reinforced continuously**





**What can leaders  
do to amplify  
the aspiration?**





# Leaders can...

**SHOW THE WAY**





# Leaders can...

SHOW THE WAY

SHARE THE STORIES





# Leaders can...

SHOW THE WAY

SHARE THE STORIES

SAY IT AGAIN



**What can you do  
this week to amplify  
your aspiration?**



**Every meeting.**  
**Every day.**



# Adapt

**Always work to  
enhance the culture**



The background image shows a group of people in a meeting. In the foreground, several people are seated around a table, looking towards the right. In the background, a large screen displays a video conference with six participants. The text is overlaid on this image.

**Why do you think  
this rule is challenging  
for so many leaders?**

# How do you adapt?



**CLOSE CRITICAL GAPS**





# How do you adapt?



CLOSE CRITICAL GAPS

ELIMINATE TOXINS



# How do you adapt?



CLOSE CRITICAL GAPS

ELIMINATE TOXINS

LEVERAGE STRENGTHS



# How do you adapt?



CLOSE CRITICAL GAPS

ELIMINATE TOXINS

LEVERAGE STRENGTHS

**ADD NEW CAPABILITIES**





**What critical gaps exist  
in your culture today?**



**What **patterns** of unhealthy or unproductive behavior have you observed in your culture?**



**The key to adapt  
well is to **listen** well.**



**Culture craft is hard**



**FOR MORE INFO**

WALL STREET JOURNAL BESTSELLER

# Culture Rules

The Leader's Guide to Creating the  
Ultimate Competitive Advantage

**MARK MILLER**



# Build the Culture

**A Leader's Guide to Creating  
the Ultimate Competitive Advantage**

