BUILDING A WINNING CULTURE!

Presented by:
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A COMPANY’S KEY TO SUCCESS IS IN ITS HEART AND SOUL!

- 68% - Leaders who believe their culture is a source of competitive advantage

- 76% - Believe it is changeable and 65% believe they need to change it

- 81% - Believe that an organization that lacks a high-performance culture is doomed to mediocrity

- 10% - But fewer than 10% succeed in building one
The overriding question is . . .

- What is it that can springboard a business to new levels of sustainable growth; not only in dollars, but also in the value a company brings to all stakeholders?
ANYONE WHO TELLS YOU THEY ENJOY CHANGE . . . SHOULD SEEK IMMEDIATE PROFESSIONAL HELP!

• “Culture eats strategy for lunch everyday . . . “
• Culture provides resilience in tough times and is more efficient than strategy
• Culture trumps competition . . .
• Culture can spur a contrarian business strategy
• A broken culture can doom even a great organization or product
• Cultural miscues are more damaging than strategic miscues

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THE OLD PARADIGM

- Money matters the most
- Employees will always take advantage of the company
- Vacation policies are the answer to work/life balance
- People need to be controlled with rules, policies, and handbooks
- People should just be happy to have a job
"YOUR COMPANY’S CULTURE AND YOUR COMPANY’S BRAND ARE REALLY JUST TWO SIDES OF THE SAME COIN. YOUR CULTURE IS YOUR BRAND."

TONY HSIEH, ZAPPOS
WHAT MAKES COMPANIES SUCCESSFUL IN THE LONG-TERM?

• If the driving force for a company’s success is a brilliant leader and strategic genius, he or she is a great asset, only as long as they stick around. When they leave or lose focus, they become a liability.
People are the difference.

Great leaders believe that the right people and the right culture is the basis for extraordinary performance. In fact, CEO’s that I have interviewed, put the right people in place first, even before they developed their business strategy.
HERE IS THE KEY MESSAGE . . .

YOU MUST WORK TOGETHER TO MAKE THIS COMPANY SUCCESSFUL!
For those who are prepared . . .

. . . chaos brings opportunity
The willingness... even enthusiasm... to change EVERYTHING combined with the wisdom to understand what must NEVER be changed.
NINE ELEMENTS OF ORGANIZATIONAL HEALTH

- Direction
- Leadership
- Culture
- Accountability
- Coordination & Control
- Capabilities
- Motivation
- Customer Focus
- Innovation
“Talent wins games, but teamwork and intelligence wins championships.”
Michael Jordan
E4 MATHLOSOPHY CULTURE

• Entering – Vivid, clear, inspiring . . . Shared

• Evaluating – Numeric, specific, observable, and focused

• Enhancing – Good at what you do, open, honest, and courageous

• Exiting – Accountability, discipline, do as if your exit is today!
SUMMARY

• Embrace and Revel in Change.
• Talent is KEY to Success
• Build a Winning Culture
• E4 Mathlosophy Culture
• Demand Disciplined Execution
• Keep it SIMPLE!
We Live From One of Two Planes

Competitive Plane (Scarcity)

• The Emotion of Fear
• The Emotion of Jealousy
• The Emotion of Hatred
• The Emotion of Revenge
• The Emotion of Greed
• The Emotion of Superstition
• The Emotion of Anger

Creative Plane (Abundance)

• The Emotion of Desire
• The Emotion of Faith
• The Emotion of Love
• The Emotion of Sex
• The Emotion of Enthusiasm
• The Emotion of Romance
• The Emotion of Hope

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THANKS FOR YOUR ATTENTION!

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