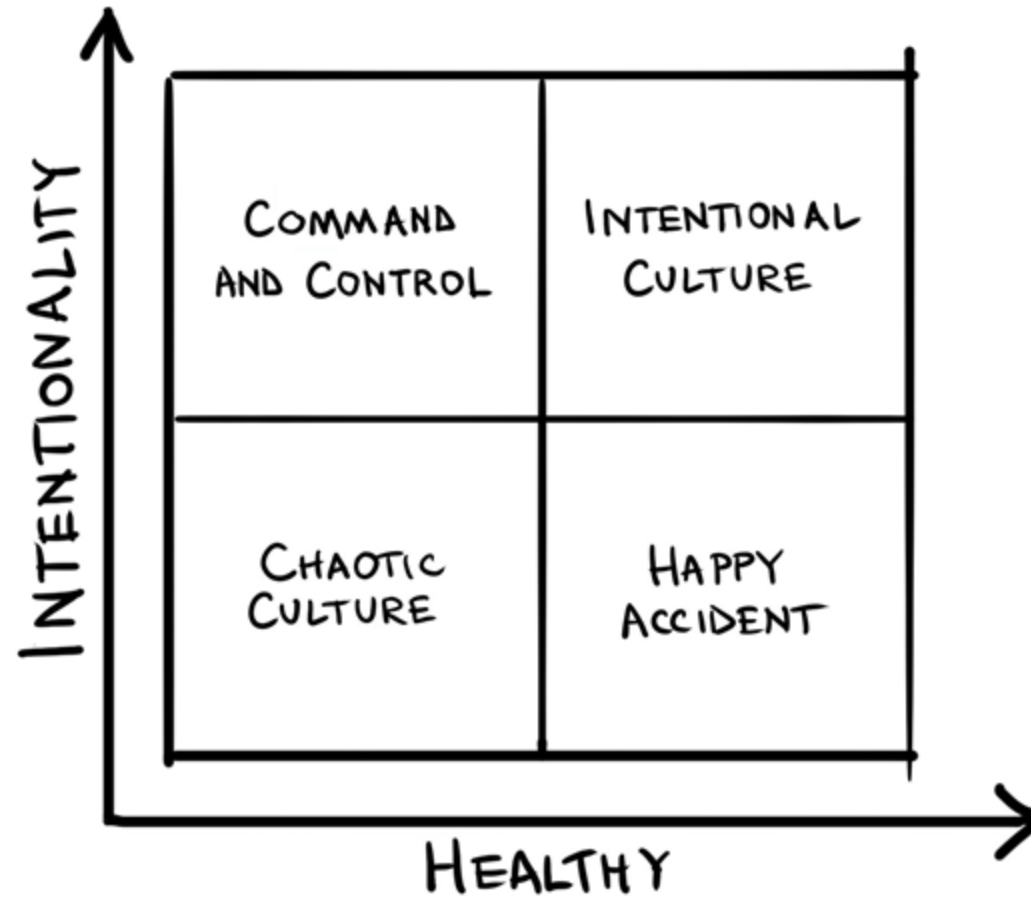


INTENTIONAL CULTURE

CULTURE MATRIX



4 POINTS OF “COMMAND AND CONTROL”

- Built around “fear and control” by one person, or small group on Leadership Team
- Entire business consists of:
 - Constant gossip
 - High employee turnover
 - Scared people
- People are treated like interchangeable parts
- Transactional and not relational

4 POINTS OF “CHAOTIC CULTURE”

- Unproductive
- Miserable
- Unpredictable
- Unhealthy

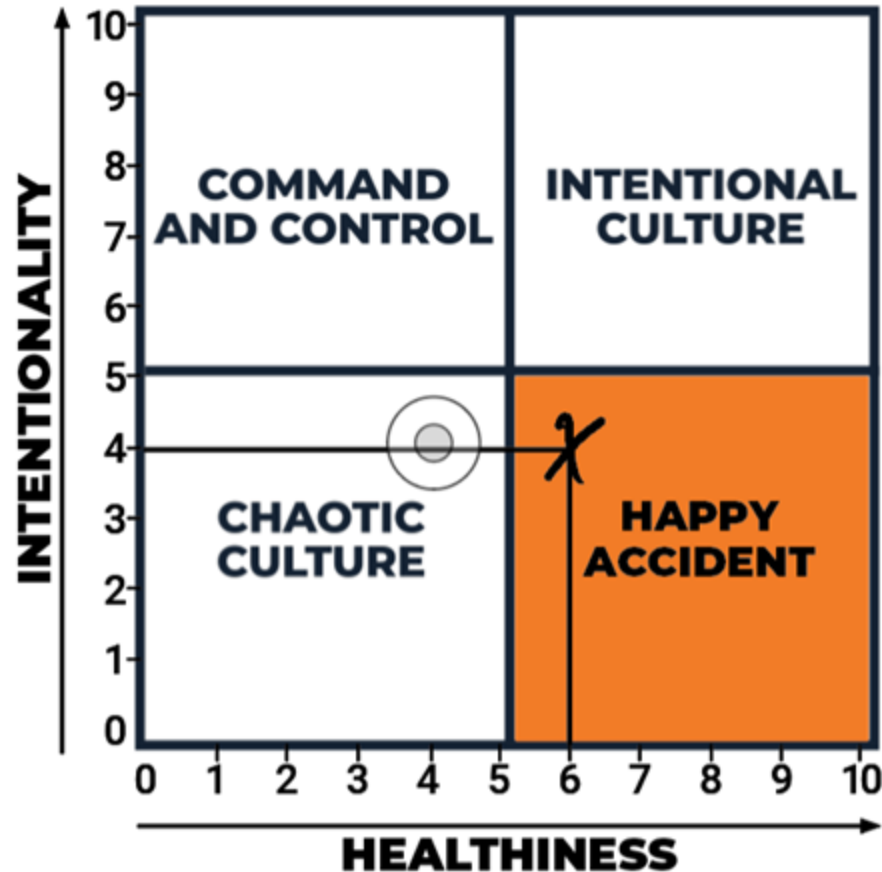
4 POINTS OF “HAPPY ACCIDENT”

- Happy culture, not on purpose
- Hired:
 - Brother
 - Cousin
 - Best friend
- Add more people, destroy the culture
- Adversity hits; everything crumbles:
 - Not scaleable

4 POINTS OF AN “INTENTIONAL CULTURE”

- All team members share your Core Values
 - Core Values centered decision-making
 - Every customer feels these Core Values with every interaction
- All team members GWC their seat on Accountability Chart
- Greater Good (V/TO) prevails / guides decision making
- Company is self-motivated and self-managing

CULTURE MATRIX ACTIVITY



1. Think of your company.
2. Identify the quadrant that you believe your organization is currently experiencing.
3. Place an X in that quadrant.
4. Record 3 to 4 bullet points as “evidence” for this quadrant.

GWC FLOW CHANNEL

