

## OPEN LINE PRESENTATION

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Guest,

**Welcome to:**

### **How to Create an Ownership Culture**

Presented by  
Lighthouse Consulting Services, LLC



**Featured Guest:**

*Terry Lauter Comp,*  
*Principal*  
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**Featured Guest:**

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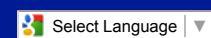
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### Culture Eats Strategy for Breakfast

- Take a page from Google's playbook and lead with culture
- This means making decisions first based on values, not economics

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### What does an Ownership Culture Look Like?

- Based on the belief that people are fundamentally good and perform best in an environment of freedom
- Demands leaders with the courage to treat people like owners
- Requires that these principles be baked into your cultural cornerstones
- Can be virtual (or actual)

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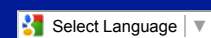
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### Find and Select Great People Who Fit

- Learn from the companies who have legendary cultures and hire for fit
- Don't be afraid to hire people that are smarter than you
- Make sure that your cultural cornerstones resonate with the people you are hiring

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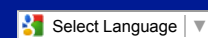
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### Paint the Big Picture

- Provide line of sight to the company's mission and goals
- Help people see *why* the company does *what* it does
- Share how your business delivers value to your customers and makes a difference

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### Teach Everyone About the Business

- Teach employees at all levels
- Share the key numbers, even if you aren't able or ready to 'open the books'
- Enable each person to understand where they are able to influence the profitability of the company

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### Help People Understand How Their Job Makes A Difference

- Explore the ways in which each role adds value
- Create a connection to your customer
- Make work not a job or career, but a calling

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### Trust Your Team Members

- If you trust them, they will... surprise, delight, amaze you! (and sometimes disappoint you)
- Give them the freedom, authority, knowledge to amaze you
- Find ways for people to have a voice and shape their work and the organization

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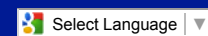
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### Embrace Transparency

- 'Default to open'
- Share information generously
- Know that performance improves when data is shared

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### Stay the Course!

- Don't stop trusting, teaching, listening, communicating
- It takes discipline, commitment, and courage
- Consistency is key

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### Warning: Millennials Ahead!

- They thrive: in a collaborative, team environment
- They expect: development, and the chance to have a say
- They don't: work well in a 'command & control' environment

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### Summing It Up...

- Creating an ownership culture isn't easy
- It takes a lot of work and is constantly evolving
- In today's world, an organization's ability to compete and thrive will depend on it!

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