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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Host:
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Author of Cracking The Personality Code

OPEN LINE PRESENTATION
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)
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
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
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
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
**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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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!
Thank you for attending
How to Create an Ownership Culture

Click Here to contact our Featured Guest directly.

Click on this link to sign up for our upcoming Open Line:
Millennials: How to Attract, Retain and Manage – A Panel Discussion

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