Complacency Kills...the New Code of Cultural Conduct
THE SETTING
STATING THE OBVIOUS
THE TRUTH ABOUT CULTURE

✓ EVERY organization (and sub-organization) has a culture

✓ MOST organizations identify the culture they want

✓ FEW organizations have the culture in place that they want
WHAT MAKES UP SUCCESSFUL CULTURES

Core
- Risk & Governance
- Change & Innovation
- External Orientation
- Collective Focus

Differentiating
- Courage
- Commitment
- Inclusion
- Shared Beliefs
By helping to drive acceptance of change, leaders impact the effectiveness of the change effort.
LEADING THROUGH CULTURE CHANGE

1. Focus on a compelling reason why
2. Clearly articulate expectations of employees
3. Identify & develop your leaders around your identified leadership model
4. Align systems and structures with desired behaviors
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WHY CHANGE?
Many inflection points over the years

And many more to come
COMPANIES THAT CHANGE

Increased Relevance

Time

Relevance
COMPANIES THAT DON’T CHANGE – THEIR OWN PERCEPTION

Time

Relevance

Maintained Relevance
COMPANIES THAT DON’T CHANGE – THE RELATIVE IMPACT

Time

Relevance

Decreased Relevance
“When the speed of change around an organization is faster than the speed of change within the organization, the organization becomes irrelevant.”

-Rick Warren
No one can change a person, but someone can be a person's reason to change.
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ARTICULATE EXPECTATIONS

MARINE CORPS VALUES

HONOR COURAGE COMMITMENT

VALUES
- CURIOUS
- PASSIONATE
- RESOURCEFUL
- ACCOUNTABLE
- TEAMWORK
- COMMITTED
- OPEN
- ENERGIZING

ACTIONS
- imagine
  We put imagination to work for our customers, people and communities
- solve
  We help solve some of the world’s toughest problems
- build
  We are a performance culture that builds markets, people and shareholder value
- lead
  We are a meritocracy that leads through learning, inclusiveness and change

ALWAYS WITH UNYIELDING INTEGRITY

INTEGRITY & ACCOUNTABILITY

OWNER FOCUS

PEOPLE & TALENT FOCUS

ENTERPRISE COLLABORATION

Leadership Expectations

CHS
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There are no secrets to success, but there are no shortcuts either
Leading successful culture change is when leaders help others to understand the reason why for change, provide a compelling vision for the future state, and identify and institutionalize the behaviors needed to drive the desired culture.
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