



Maximum PIE - Winning in Business



***Happily Maximizing Profit in a Small or
Medium-Sized Company***



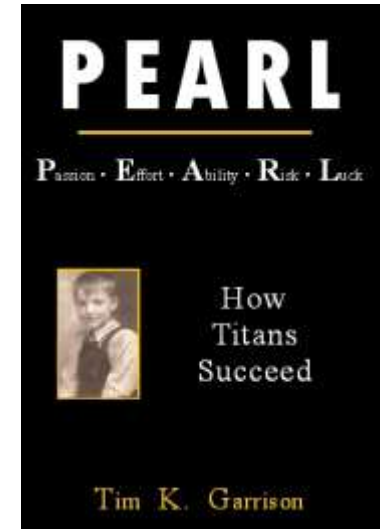
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Sources

The source material for this presentation comes from:

- * My 5th book, P.E.A.R.L., which includes a bibliography of 60+ books on success.
- * Success consulting with 30+ companies, including national and international work with True North Development, a Detroit-based global lean consultant.
- * Battle grime from starting up and running successful construction, consulting, and software companies.
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Part 4.0



Culture

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Culture

A company's SQ starts with *culture*. If you want a high SQ, have a high-functioning culture.

The inverse tends also to be true.

Every company has a culture – for better or worse.

What is culture?



Culture

Here is my
definition:

*Culture is the collective
mind-set*

*What is the significance of the word,
“collective” in the above definition?*

Culture

Collective means all of us viewed as one.

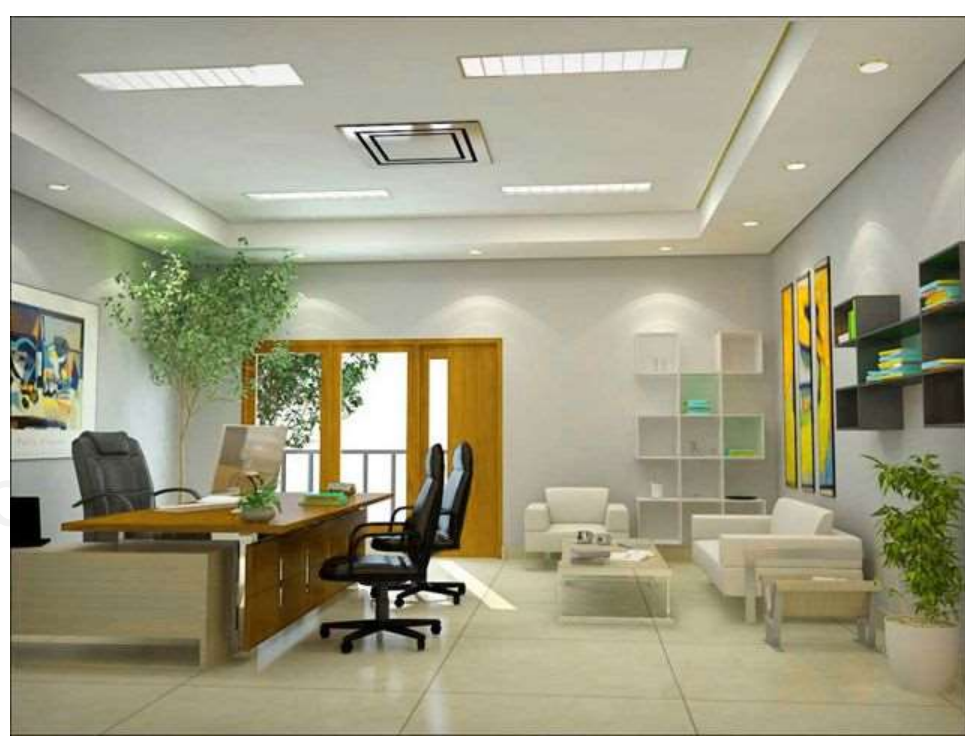
How does the world see us?

Do we portray a culture of clean, professional, organized, caring?

Or do we portray something else?

Where does culture come from?

*Culture is the collective
mind-set*



Culture

Like everything else in a company, culture originates at the top.

Also like everything else, it is maintained and perpetuated by *everyone*.

It is contagious, both good and bad.



What are some specific aspects of culture? IE, specifically what makes up a company's culture?

*Culture is the collective
mind-set*

Core Values

This graphic indicates some elements of culture.



** How would you describe our culture?*

** Is culture different than Core Values? How?*

Culture is the collective mind-set

Core Values

Core Values are usually statements written in a manual.

Culture is what's *really* happening, which may be very different than Core Values.



** Are there aspects of our culture that lead to low SQ, low profit? List a few.*

** List the top three aspects of culture for any company.*

*Culture is the collective
mind-set*

TQI Culture

Here are my top three elements of culture. These should also be Core Values.

Get this right and we're well on our way to Winning In Business:

TQI

1. Team
2. Quality
3. Integrity



More on TQI in a minute. First, how do we transform Core Values to culture?

*Culture is the collective
mind-set*

Core Values to Culture

We *transform* Core Values to culture via teaching. Remember Jim Sinegal: “Teach, teach, teach.”

And also walking the talk.



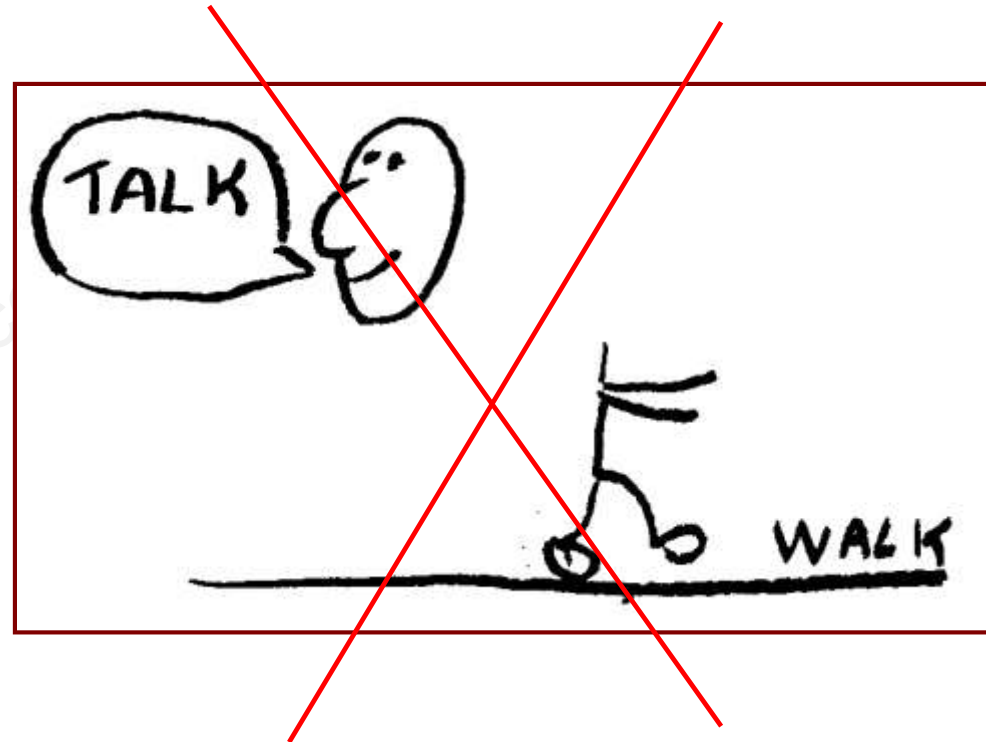
- *If you were to take a test on the company manual, how well would you do?*
- *How do we maintain culture?*

*Culture is the collective
mind-set*

Core Values to Culture

We establish and *maintain* culture through diligent practice by ALL.

To keep a high-functioning culture we must all practice what we preach every single day. Even when we don't want to.



- *How well do you walk the company talk?*
- *What can you do to be better at it?*
- *How do habits play into this?*

*Culture is the collective
mind-set*

Habits

Habits are the software in our brain responsible for most of what we do daily.

Our culture programs our brain software while at work.

For better or worse, we go about our workday executing the commands of our brain software (habits) without much conscious thought.

- *How long does it take to form a habit?*
- *... to change one?*

*Culture is the collective
mind-set*

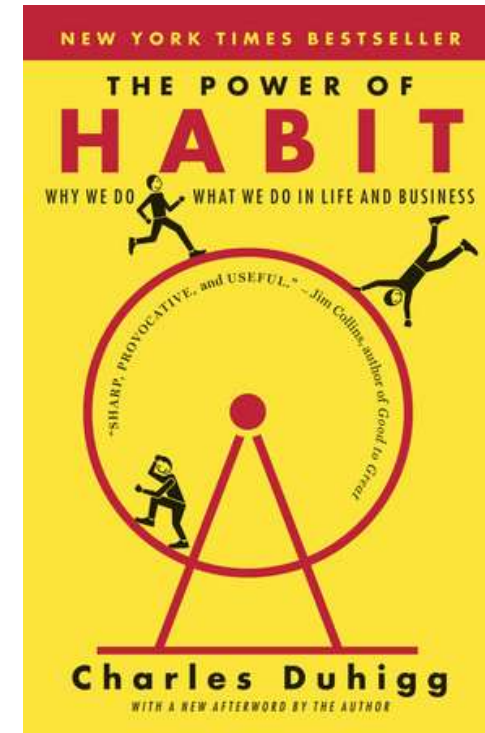
*"We first make our
habits, and then our
habits make us."*

Habits

Research has shown that a new habit takes 3 months to a year to form.

Once it owns us, it's nearly impossible to change.

So if we want to change our culture, be prepared for a tough go - it's already there, in a stone rut, for better or worse.



How do we change a habit?

*Culture is the collective
mind-set*

Habits

*Culture is the collective
mind-set*

Changing a habit is not complicated but it takes dogged persistence.

- Recognize the issue.
- Commit to the change. *You* must really WANT this or you'll fail.
- Tip: Replace a bad habit with a new good one.
- Tip: Enlist the help of a friend or co-worker.
- Execute every day, even when you don't want to.

- *Name a habit you want to change.*
- *How specifically will you do it?*

Your **Life**
does not get
better by
chance.

It gets better
by change.

- Jim Rohn