



CORPORATE CULTURE AND VALUES

VIDEO TRANSCRIPT

We are talking about this idea of culture, and you were saying

I believe, that culture should not be stagnant, that that is dangerous

Talk about that a little bit

Yeah I think that when we talk about culture in the corporate setting

I think that we have traditionally talked about it as a stagnant thing and as a single idea that drives an organization

And I actually think that that is a mistake

I think that it's a mistake because one is we see a lot of organizations use cultural fit as a means for saying why they shouldn't have somebody in the organization or why they are letting someone go with very little specificity behind it right well, what do you mean by corporate culture?

And I've studied culture my entire life

There isn't any such thing as one corporate culture

There are thousands of cultures within an organization based on team dynamics, leaders and all of that what what shouldn't change in an organization are values

Values should be the North Star that any organization pursues relentlessly

Culture has to be fluid, fluid enough to meet the demands of unleashing the potential of their workforce and their employees

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