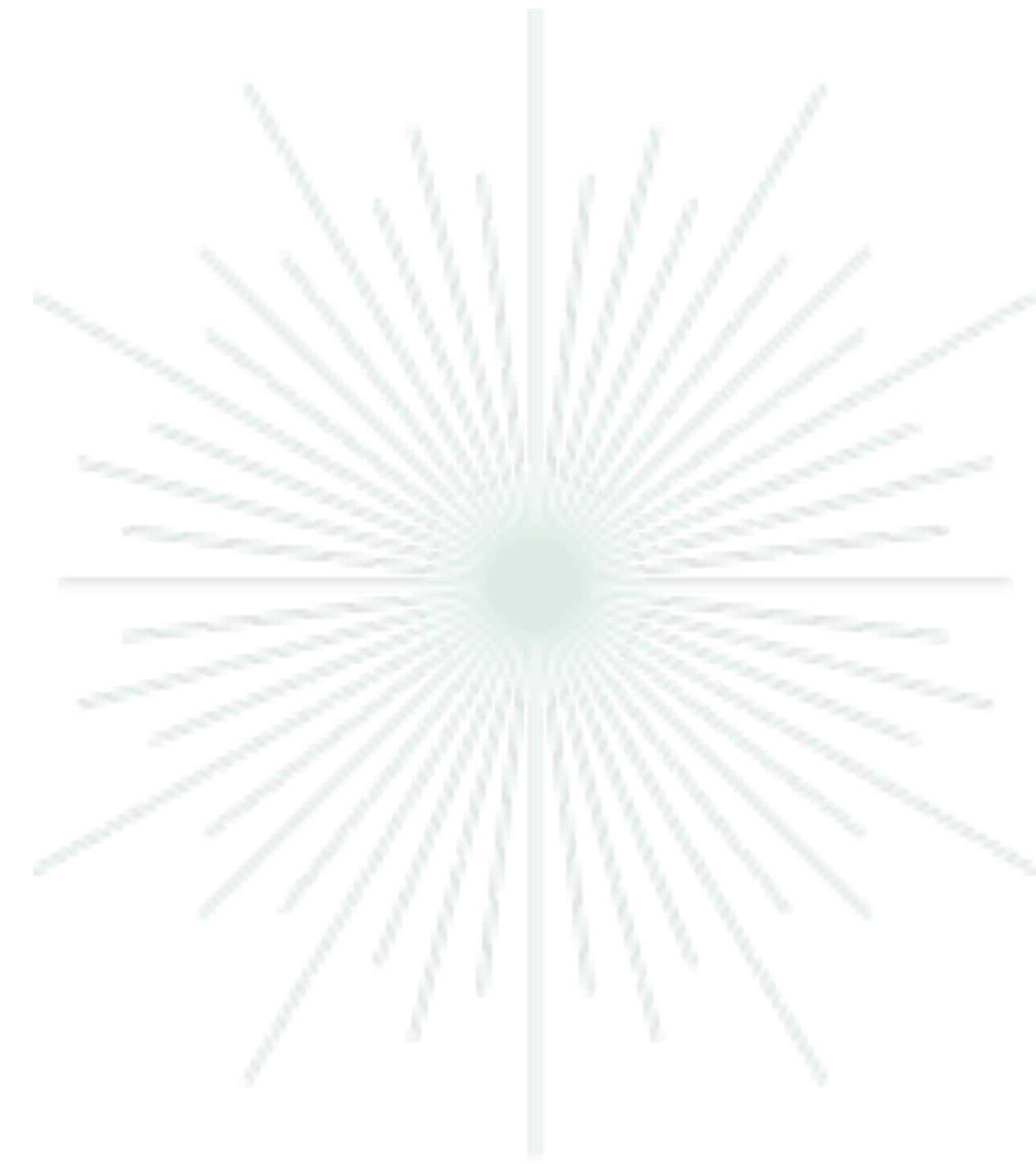
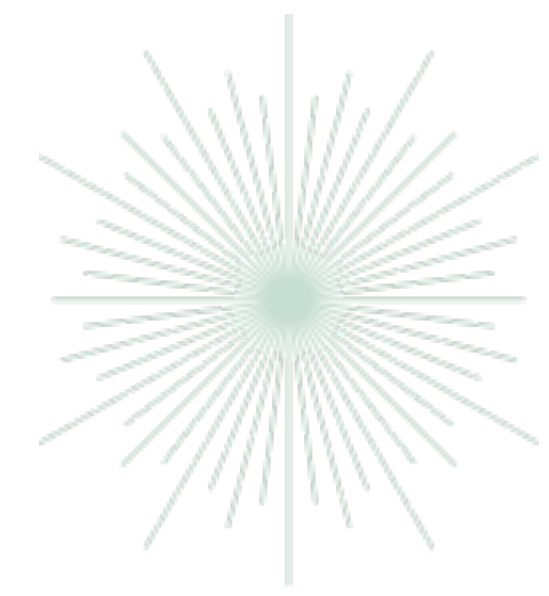


Cracking THE CULTURE CODE



JULIETREANOR
leadership developer & business activator

LEADERSHIP 
SMARTS



What You'll Discover



- ▶ What's at the heart of company culture
- ▶ How to code your cultural DNA
- ▶ Ways to cultivate your company culture
- ▶ How to access your Collider Leadership Smarts Culture Code Bonuses





Cultivating Culture

WHY BOTHER?

“

“Culture is **self-sustaining** patterns of believing, thinking, feeling and behaving.”

– the motivational fuel that powers your people & customers

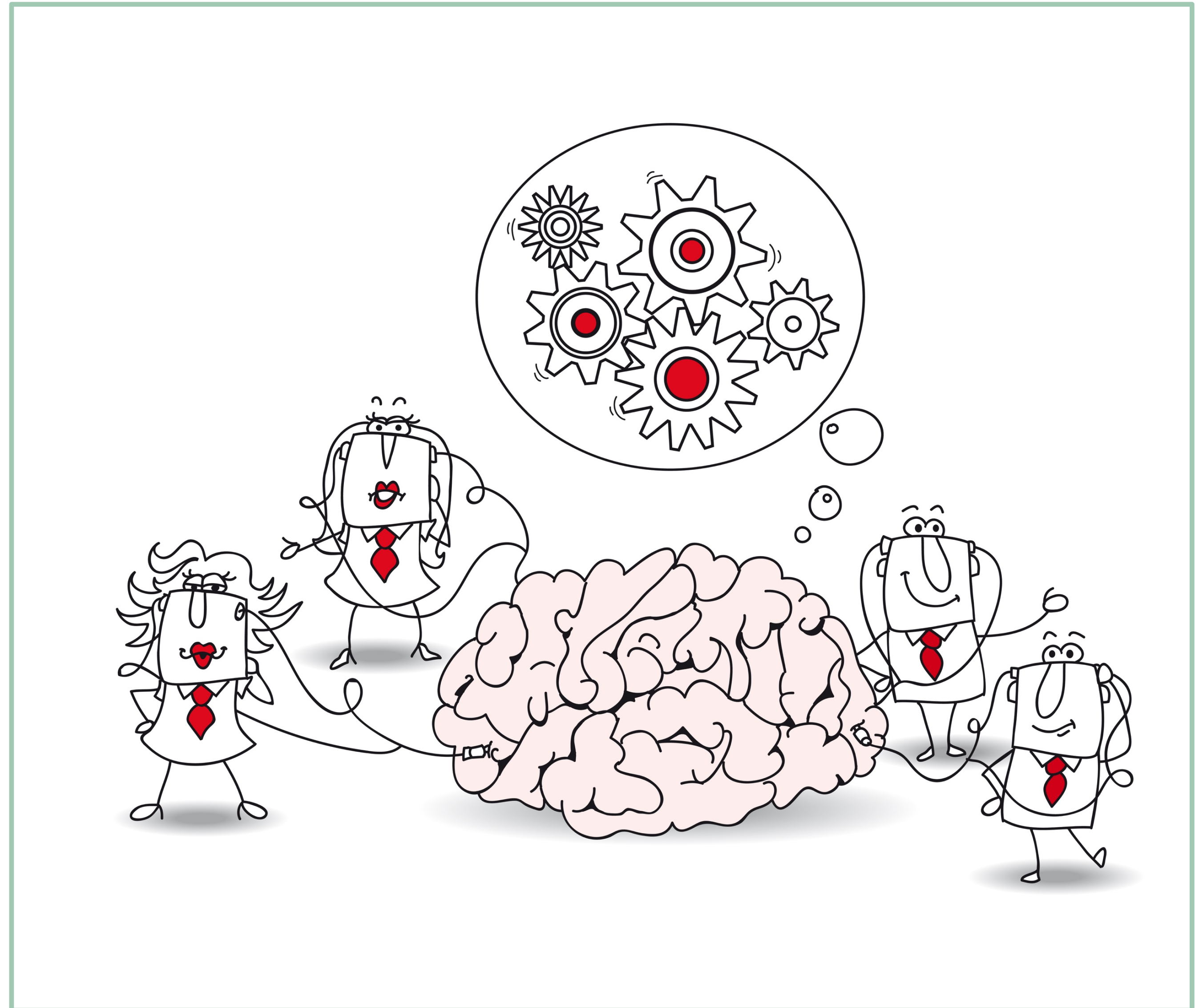
THINK, COLLECTIVE DNA



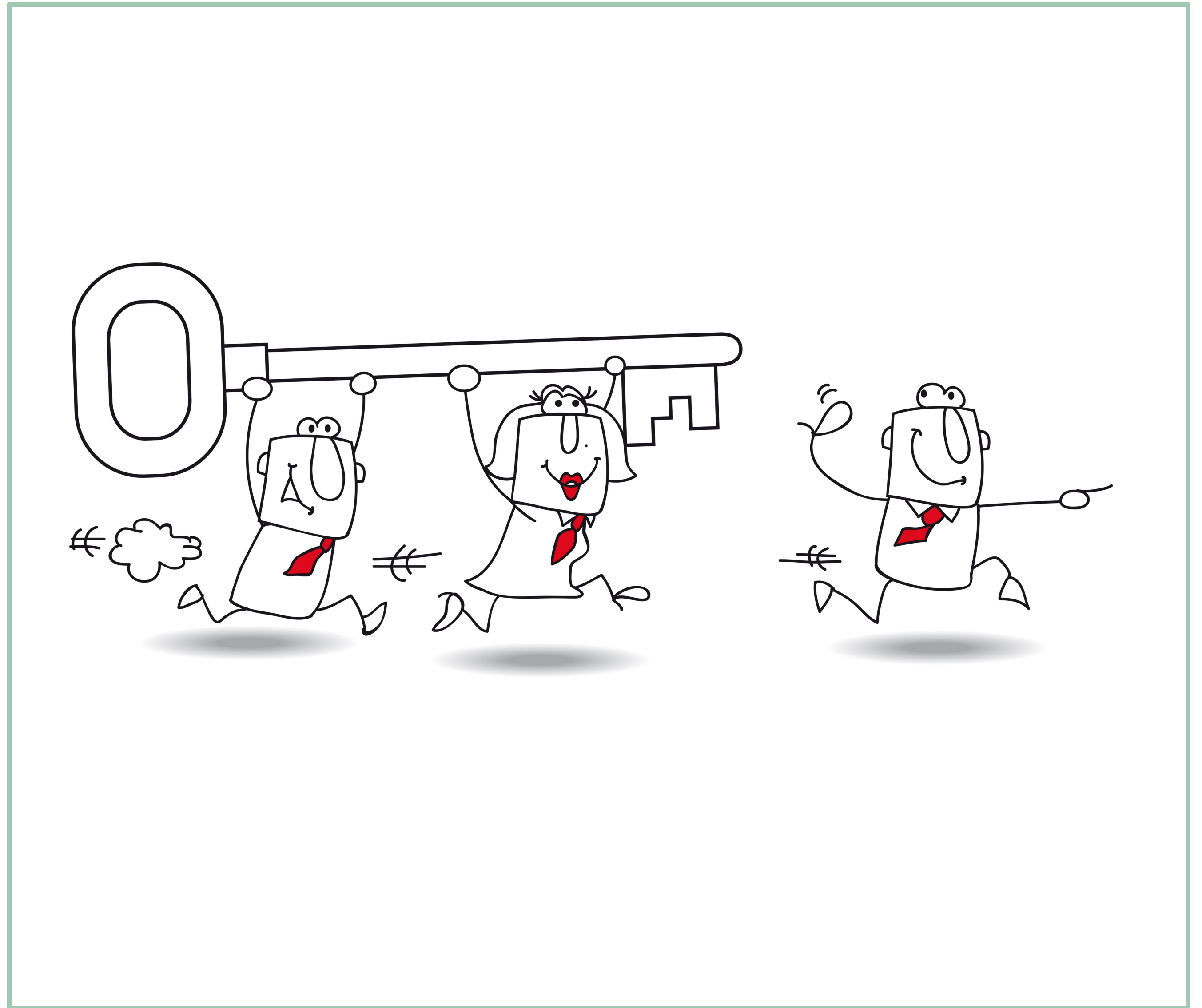
Culture is like the brain and nerve centre of your company



It's what brings the humanity to your people and those you serve.



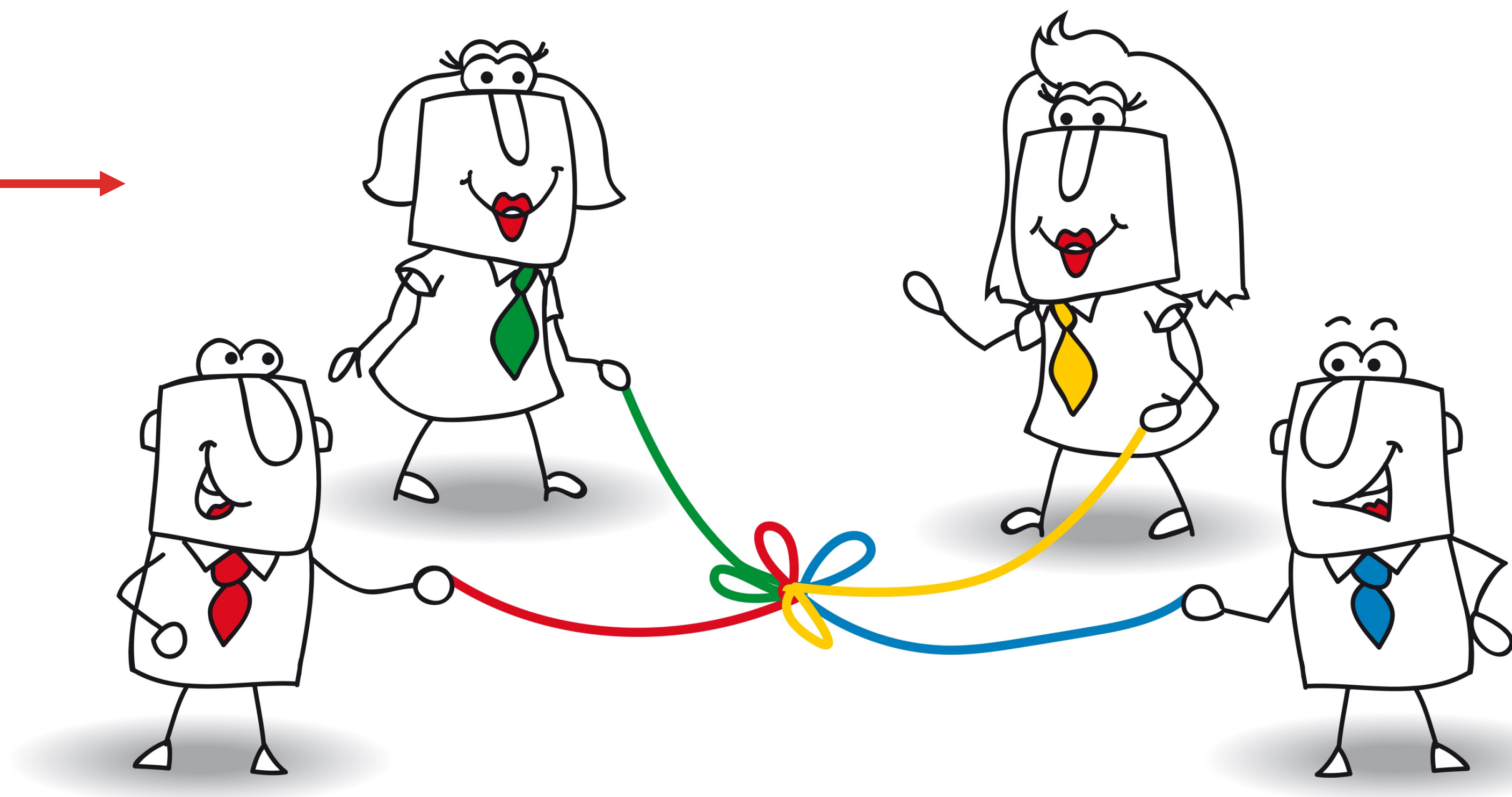
Culture is key to
achieving purpose and
upholding values.



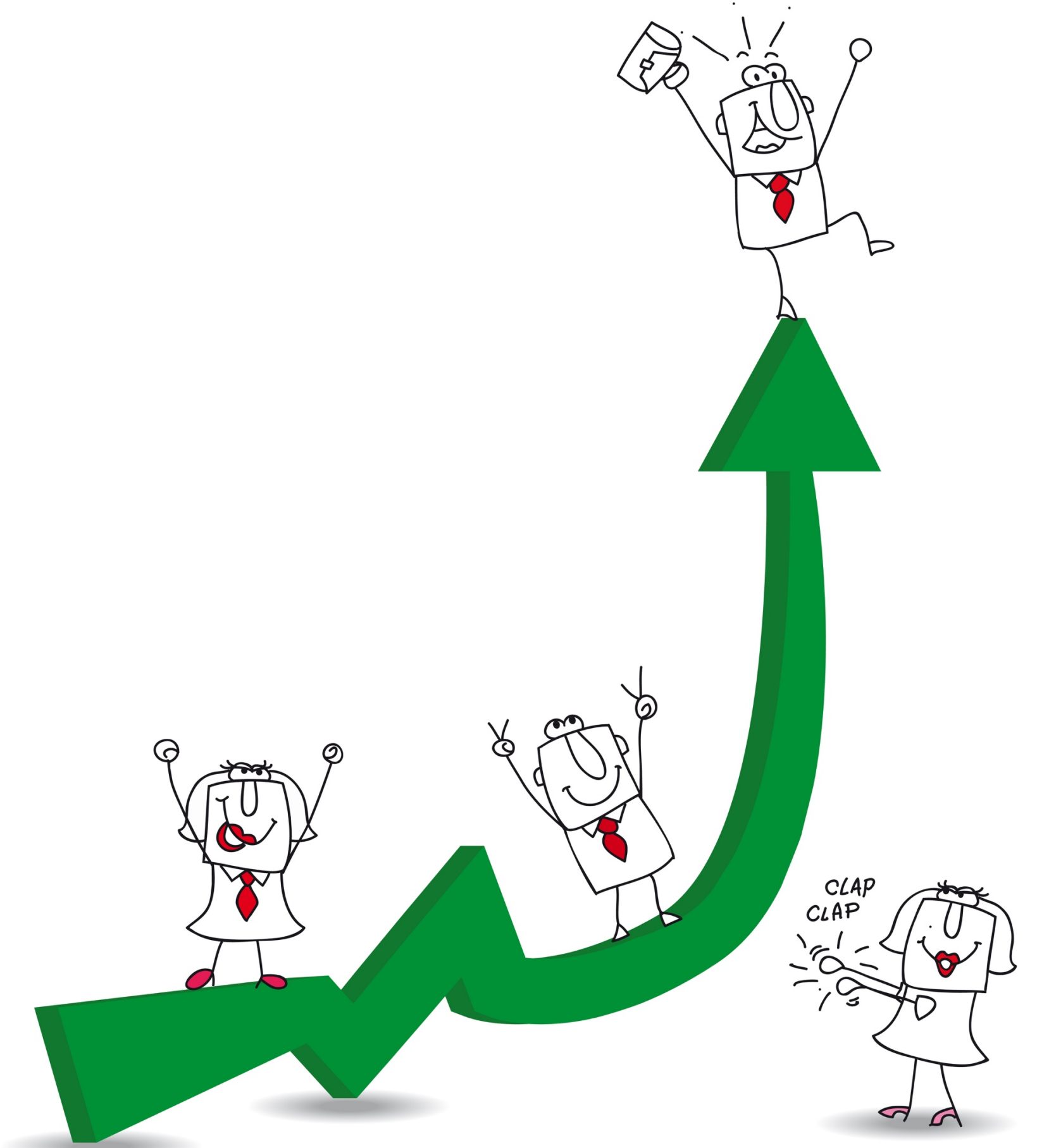
DRIVE



CONNECTION



POSSIBILITY



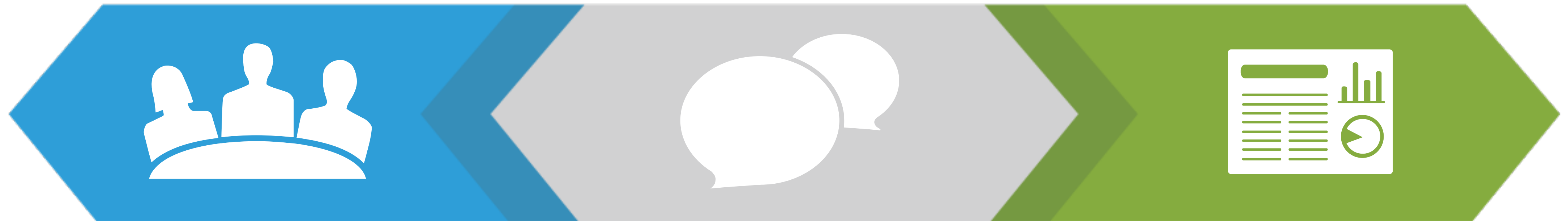
“

“Culture & Brand **two sides**
of same coin

- It happens whether you plan it or not

Cultural Experience

CUSTOMERUX & WORKUX

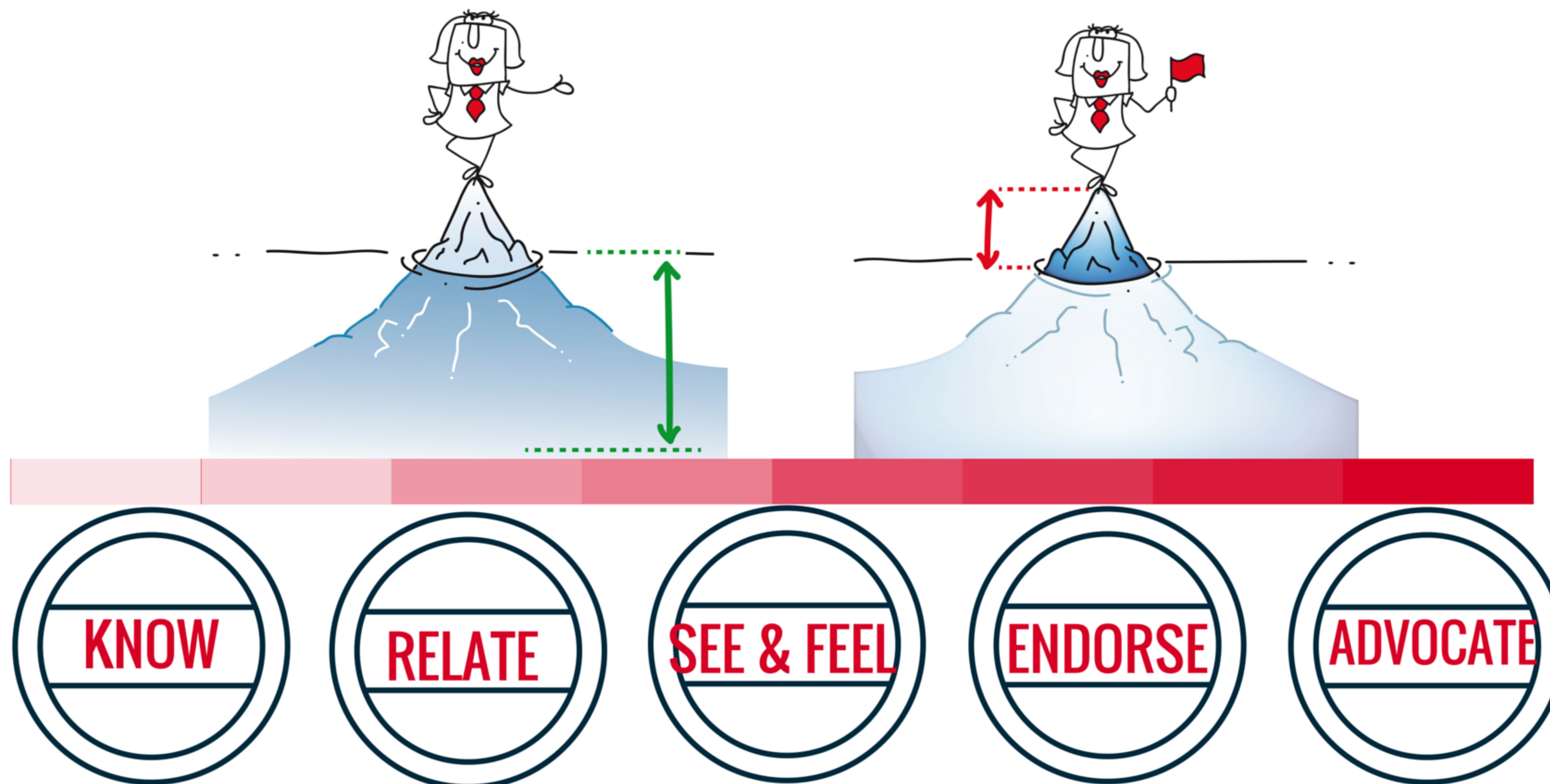


LIVED
VALUES

ESPOUSED
VALUES

APPLIED
VALUES

HOW CULTURE LIVES



ABOVE THE LINE

HOW CULTURE WORKS

HOW CULTURE WORKS

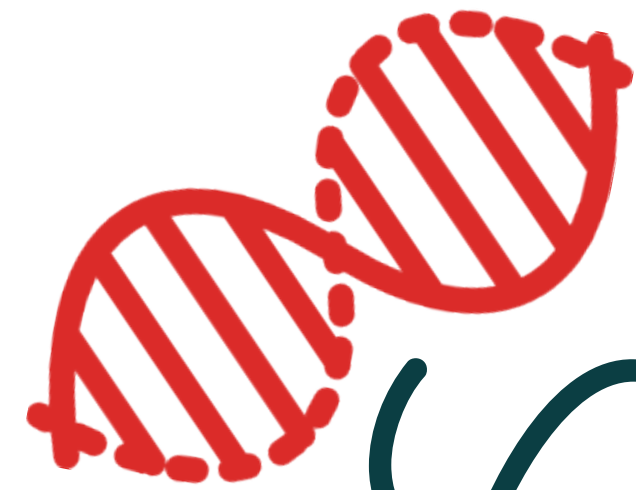
**band of
tolerance**



THE BOTTOM LINE

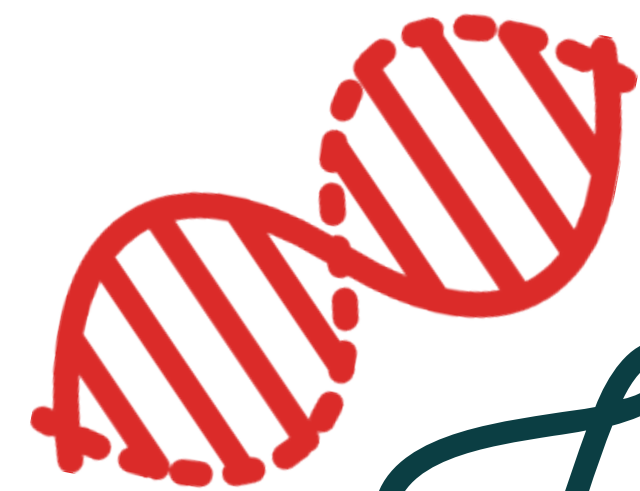
“

“Culture **trumps** everything in your
company.”



Cracking

THE CULTURE CODE



Who is
THIS?



Who's Cultural Code?

NETWORKS & COMMUNITY

ANTI-MONOCULTURE

INNOVATION COMES FROM DIFFERENT PEOPLE, IDEAS & BACKGROUNDS



Doja Crew

- ▶ Co-working community
- ▶ Awesome people who collaborate to help and support
- ▶ Work, fun, inspiration, & stimulating connections

Who's Cultural Code?

WELCOME AS A FRIEND

BE YOURSELF

CAN DO

SHARE NEW ZEALAND



Air New Zealanders

- ▶ Friendliness
- ▶ Empathy
- ▶ Pride
- ▶ Resilience

Who's Cultural Code?

HELP SMALL BUSINESSES THRIVE WORLDWIDE

WE CAN'T DO IT ON OUR OWN

PUSH INNOVATION FORWARD

DO BEAUTIFUL WORK



Xeros

- ▶ Change the game
- ▶ Blaze your own trail
- ▶ Follow your passion
- ▶ Shape the future
- ▶ Make people smile

Who's Cultural Code?

HAPPY EMPLOYEES = HAPPY CUSTOMERS

MORE THAN JUST SHOES

WOWING CUSTOMERS

HOLOCRACY



Zappos Family

- ▶ Deliver WOW through service
- ▶ Embrace and drive change
- ▶ Be adventurous, creative, open minded
- ▶ Pursue growth & learning
- ▶ Build a positive team & family spirit
- ▶ Do more with less
- ▶ Be passionate and determined
- ▶ Be humble

Who's Cultural Code?

HELP KIWIS TURN DREAMS INTO REALITY

CROWDS — FRIENDS, FAMILY, CUSTOMERS, FANS



pledge me.

Team Pledge Me

- ▶ Support transparency & trust
- ▶ He tangata, he tangata, he tangata
- ▶ Be seriously fun humans



Cultural Conundrums

KEEPING IT REAL



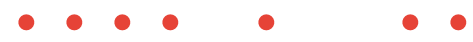
“

“Cultivating culture is **easier**
said than done!”

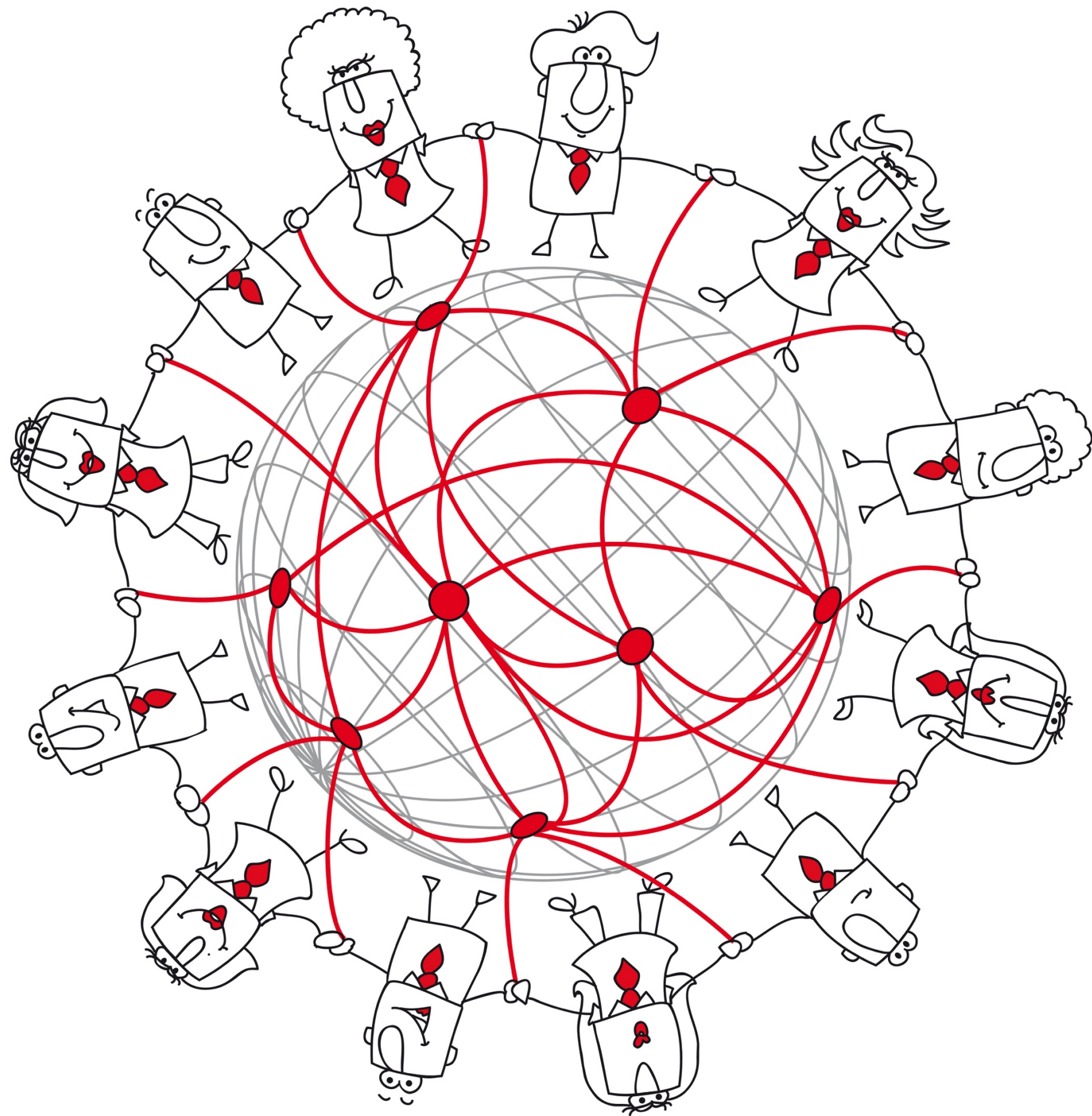
Cultural Connundrums

CHASING \$

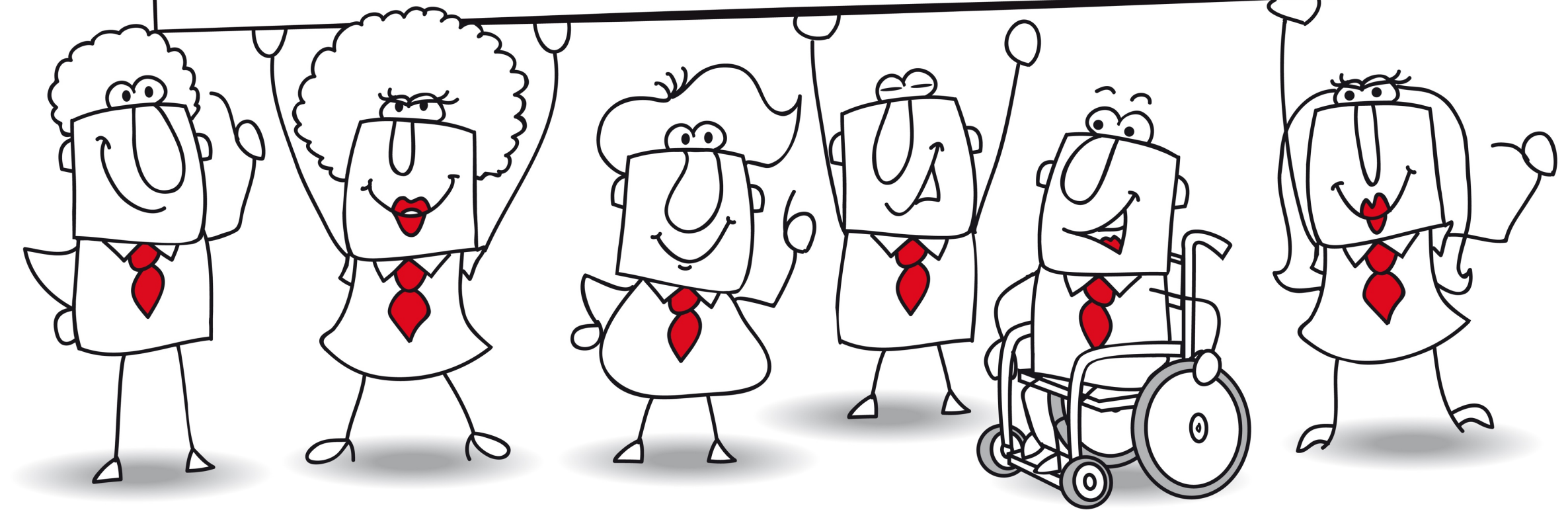
CHASING MISSION



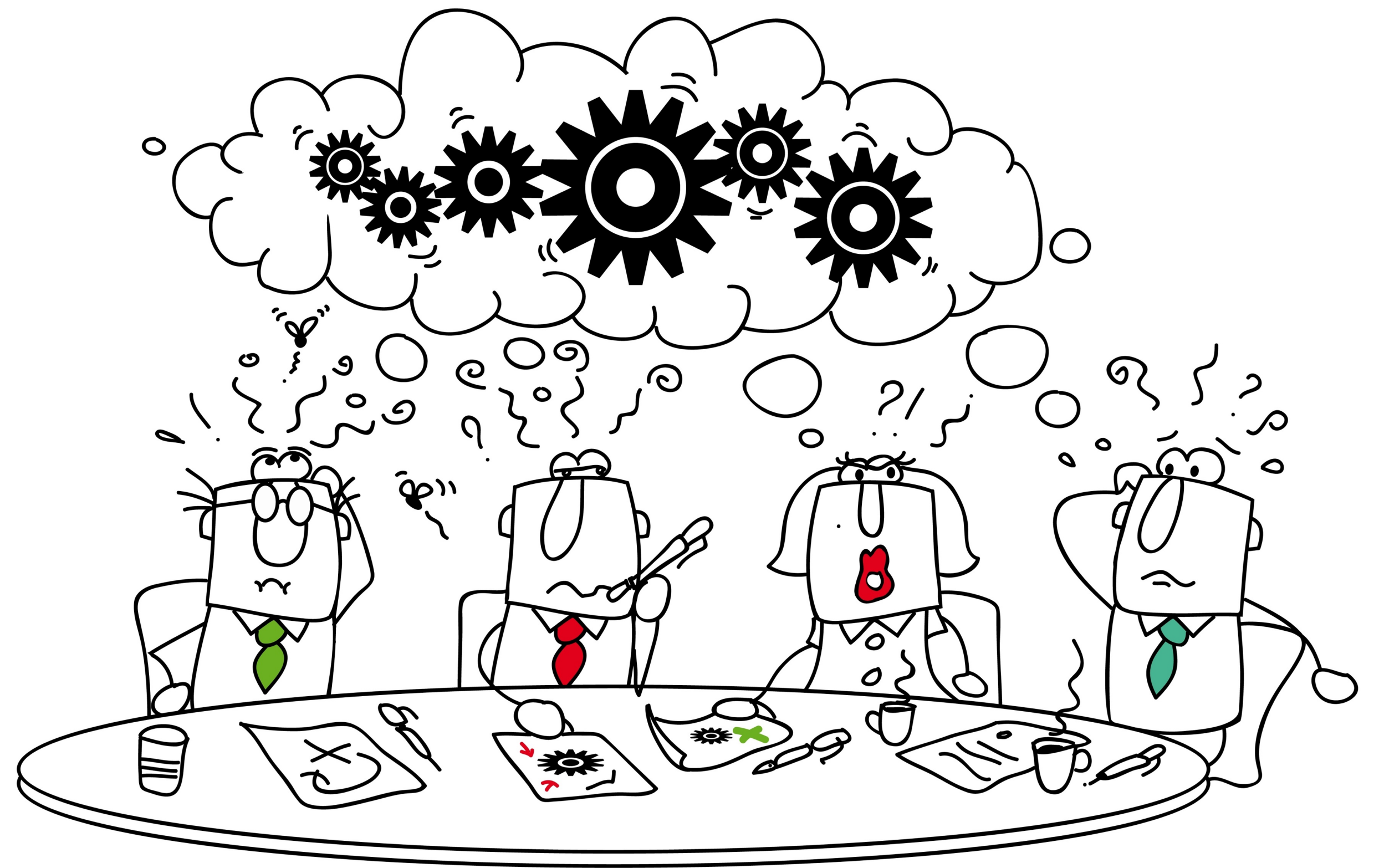
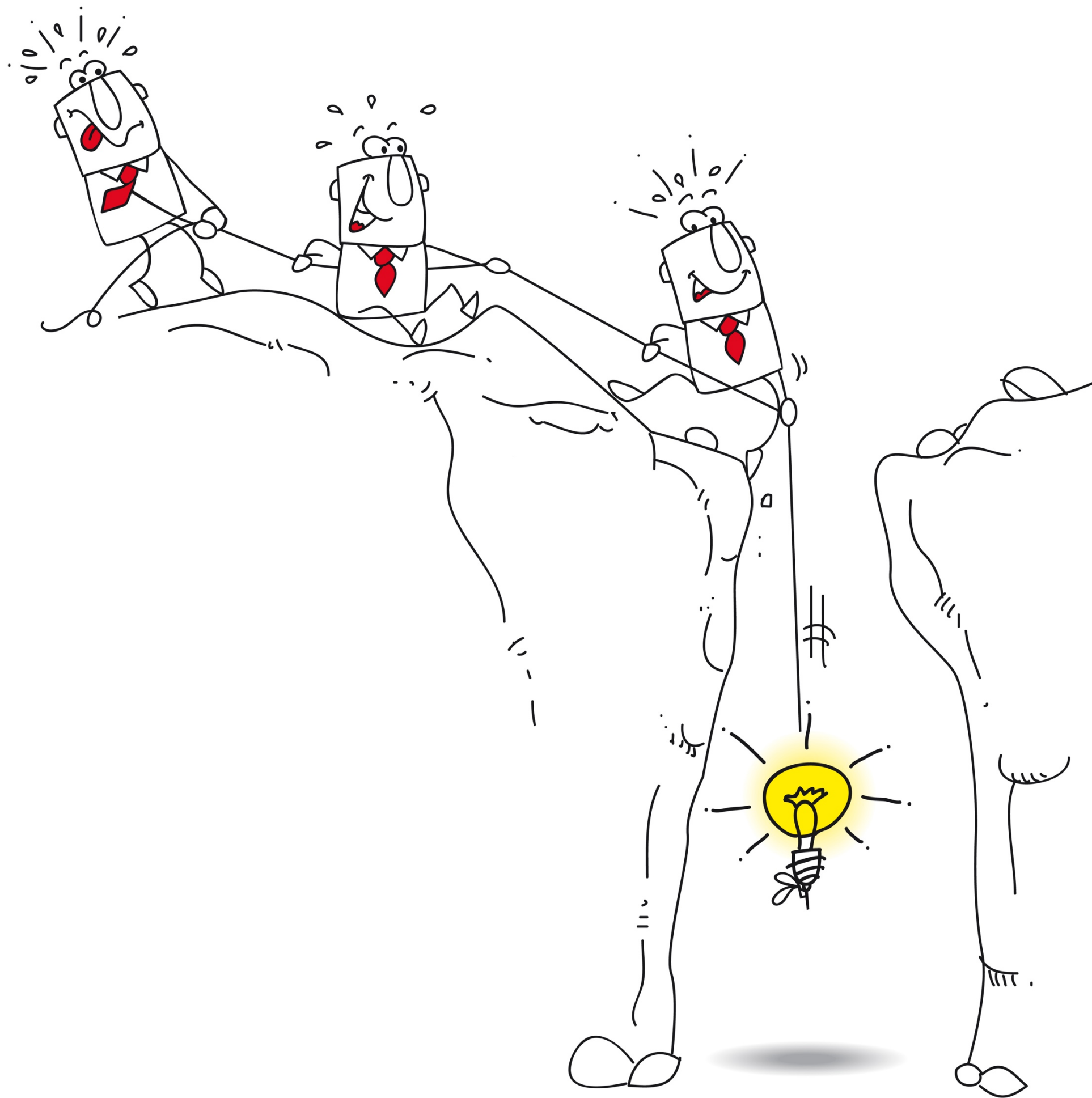
Cultural Connundrums



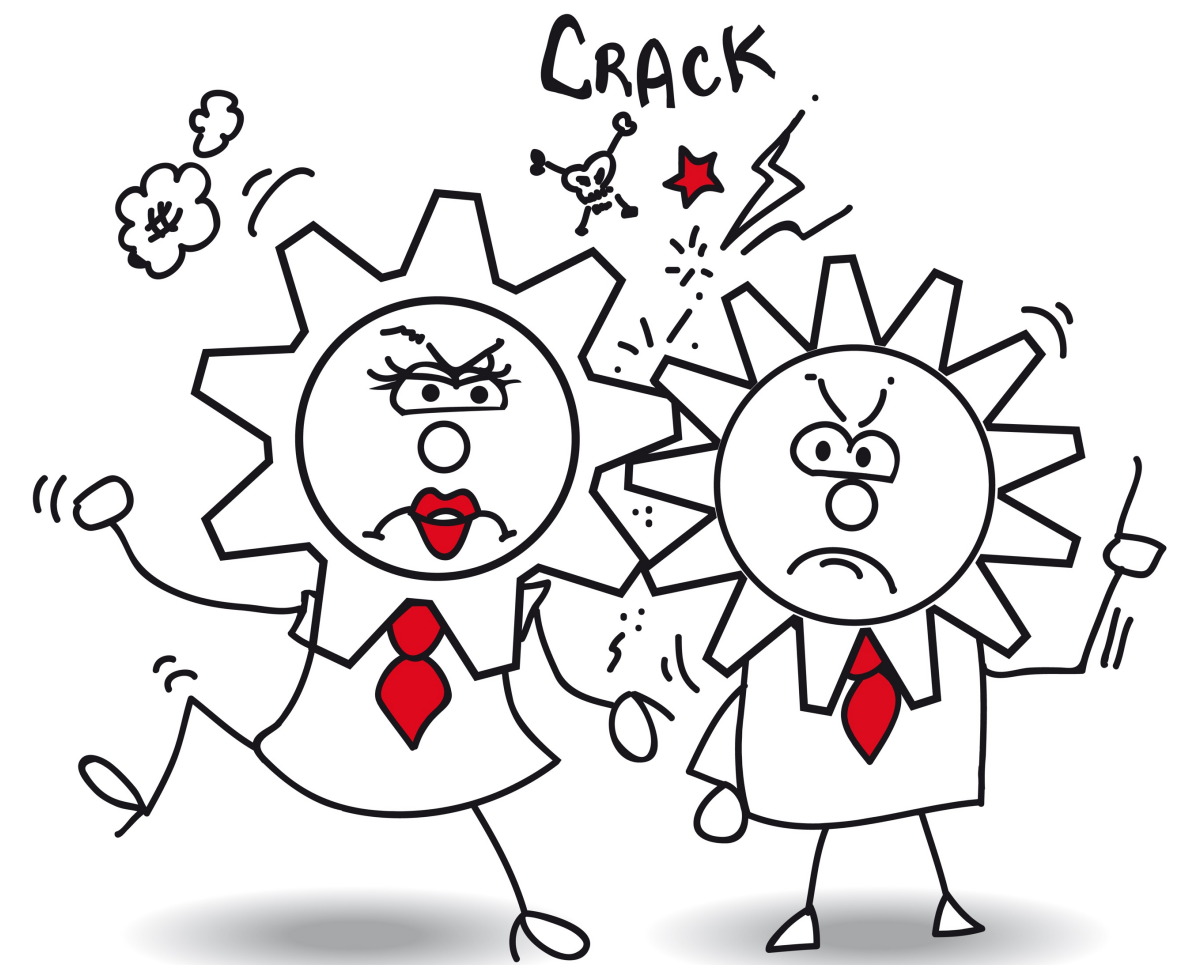
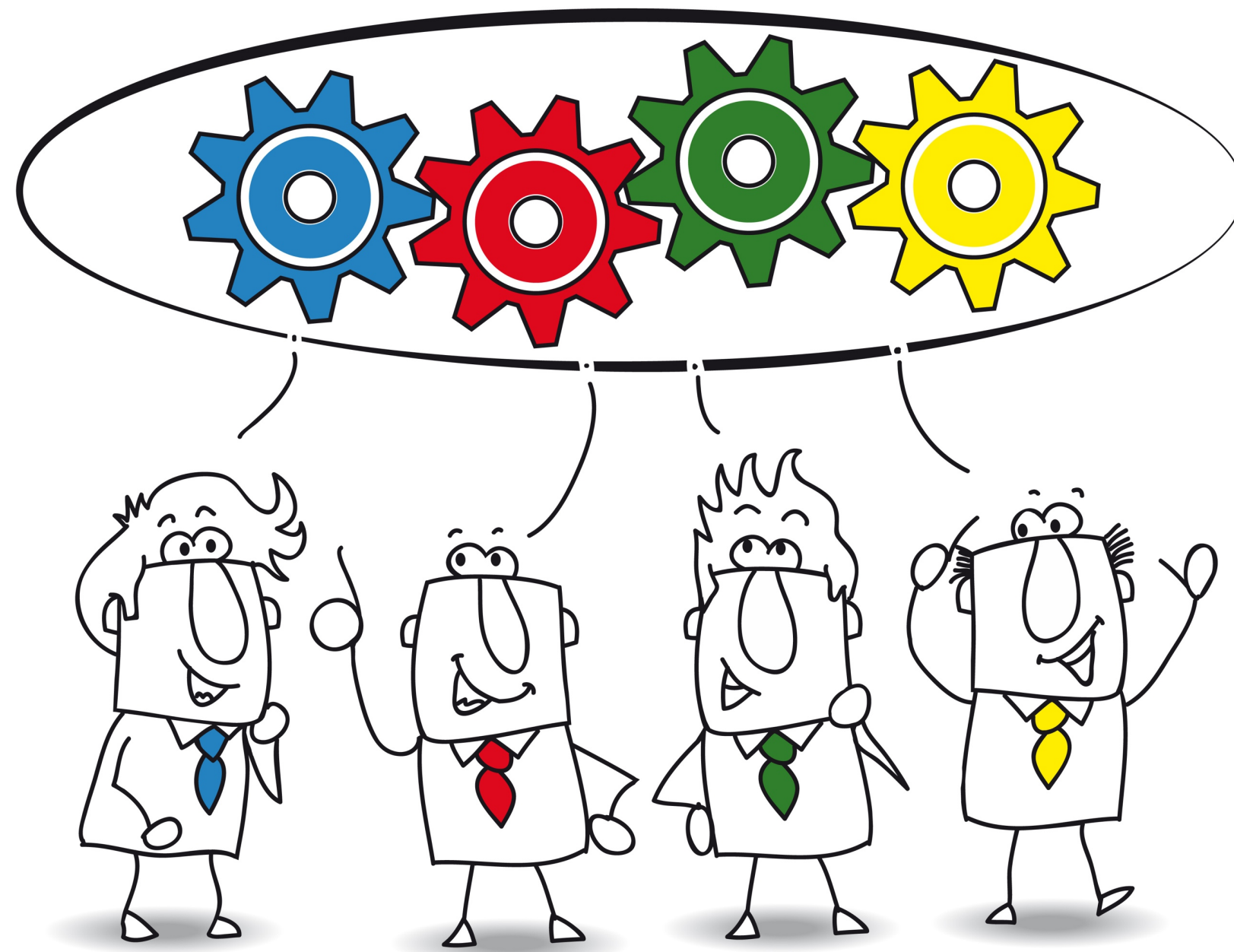
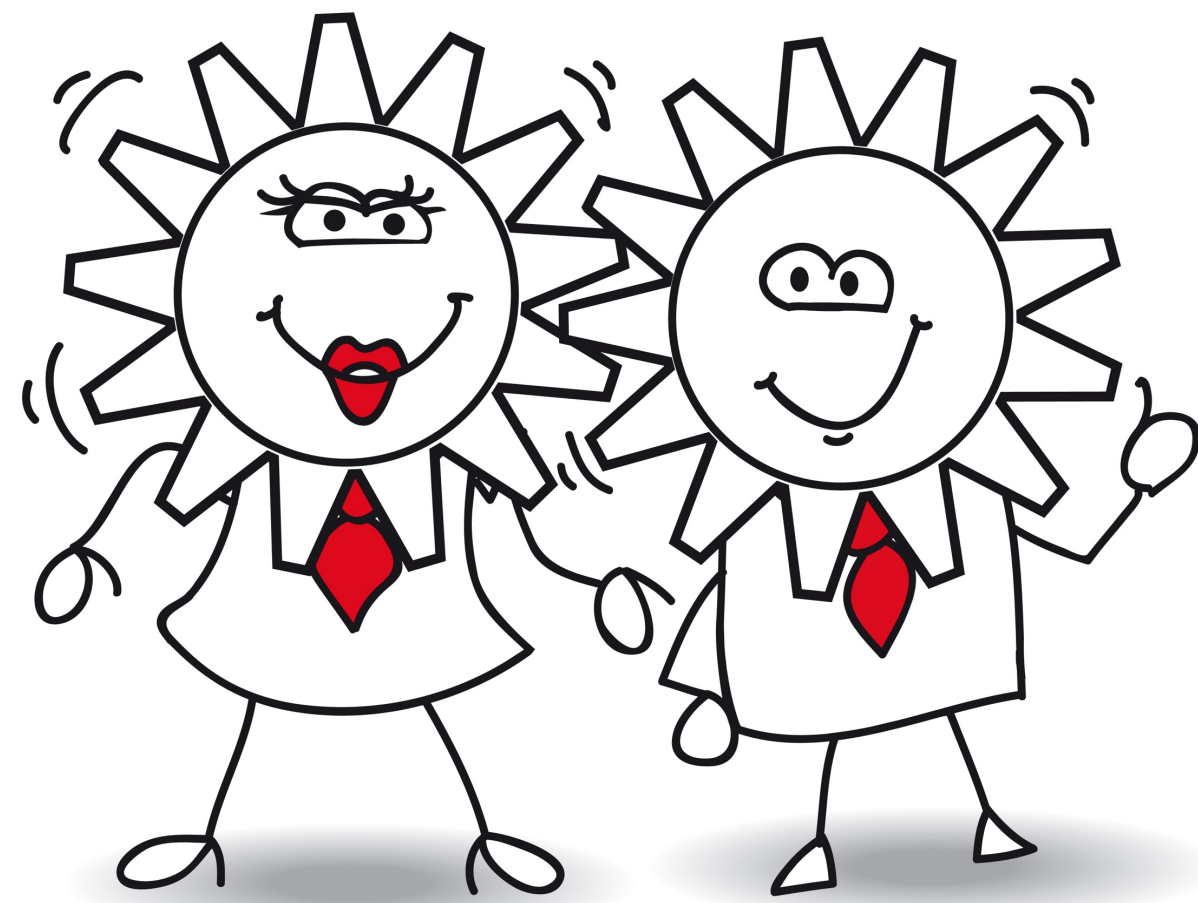
DIVERSITY



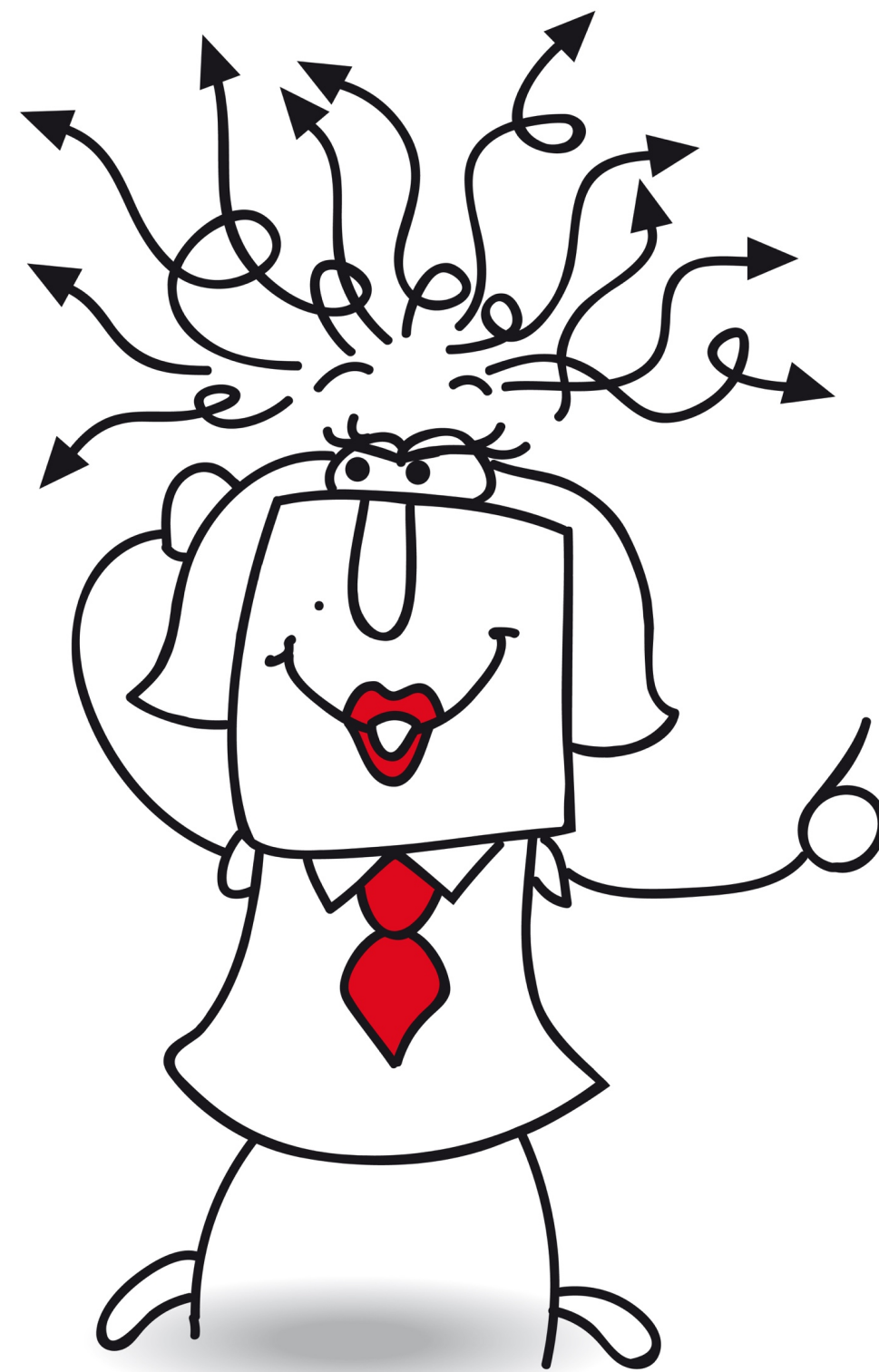
Cultural Connundrums



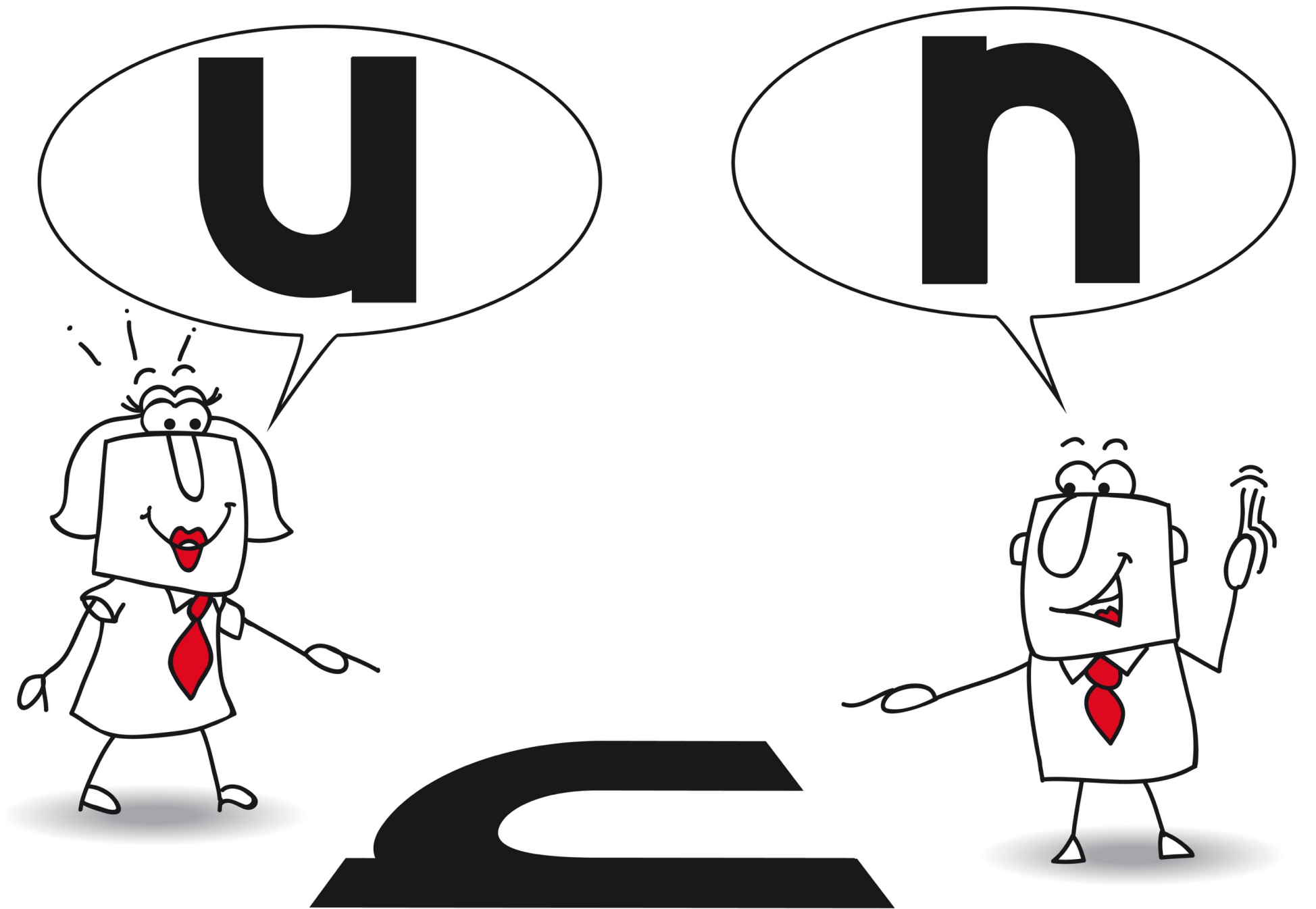
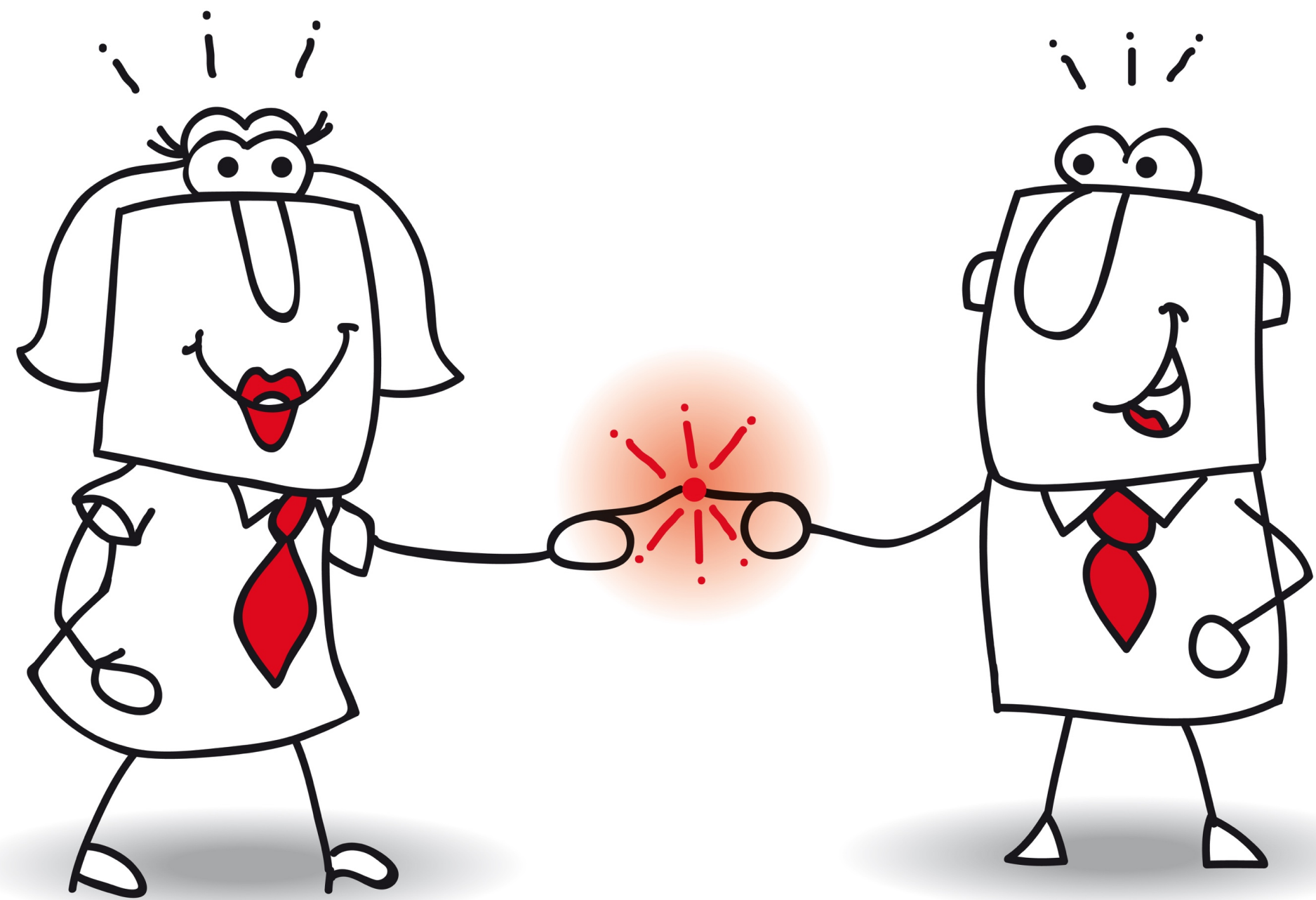
Cultural Connundrums



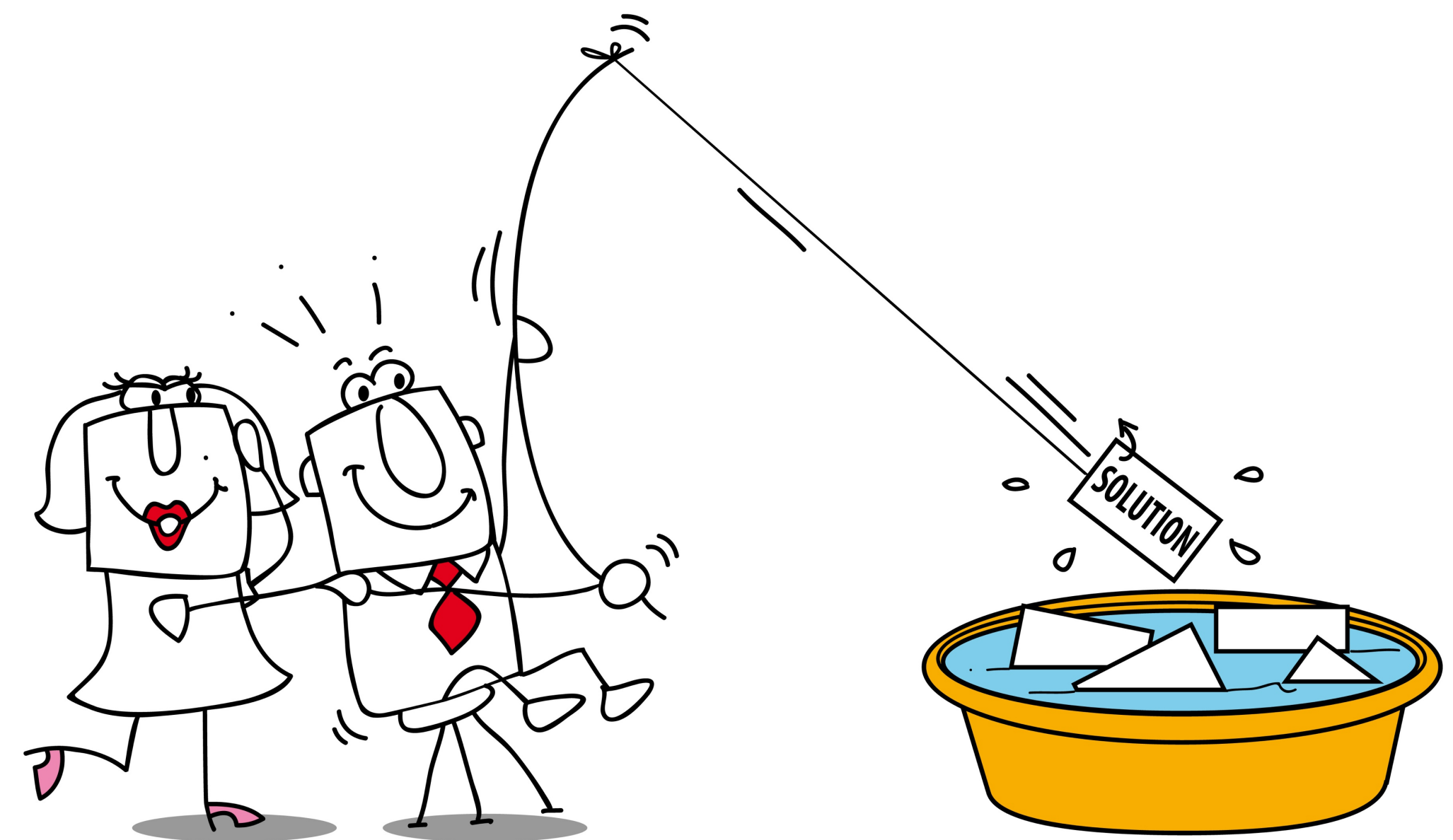
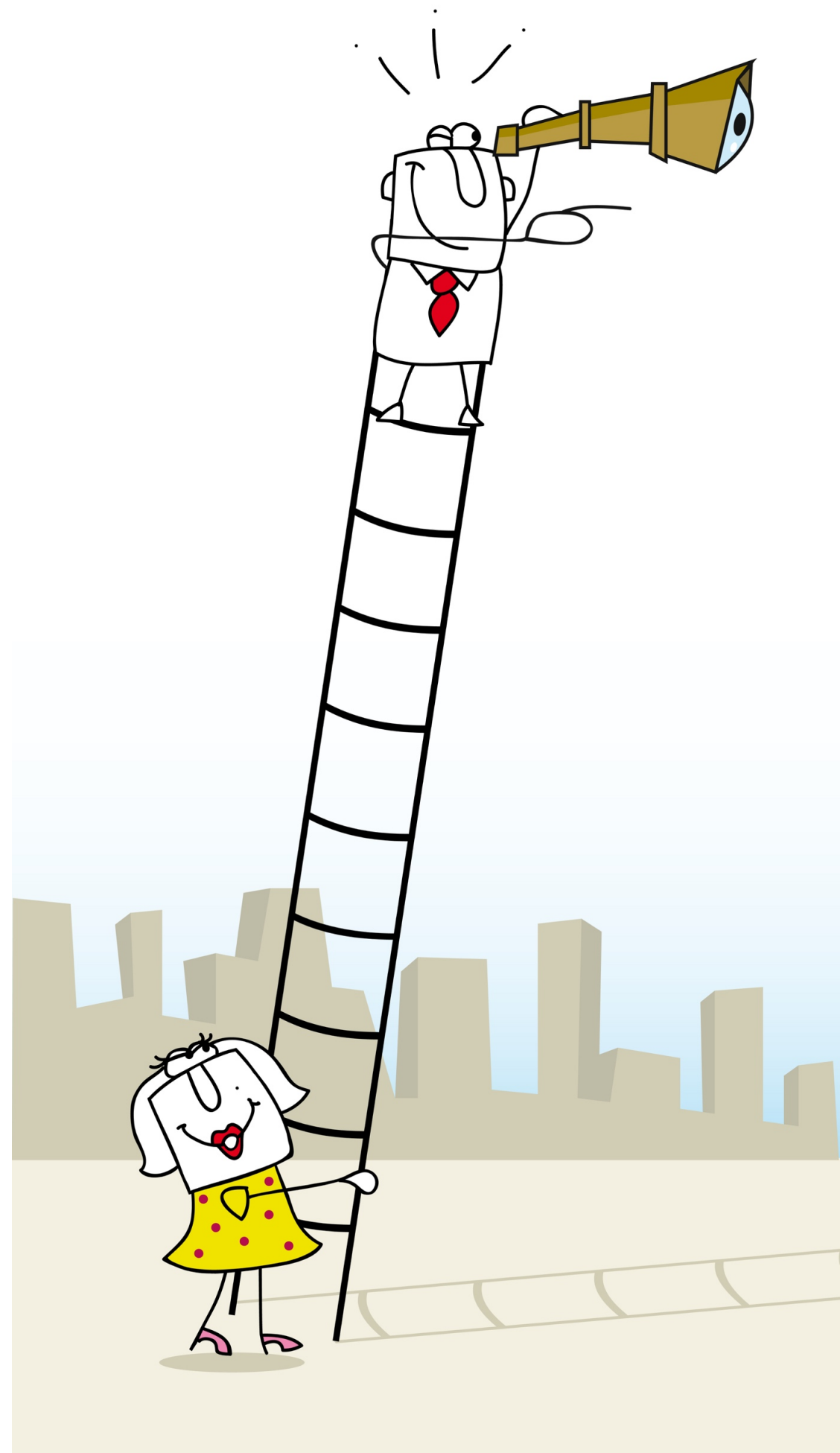
Cultural Connundrums



Cultural Connundrums



Cultural Connundrums





Cultivating Culture

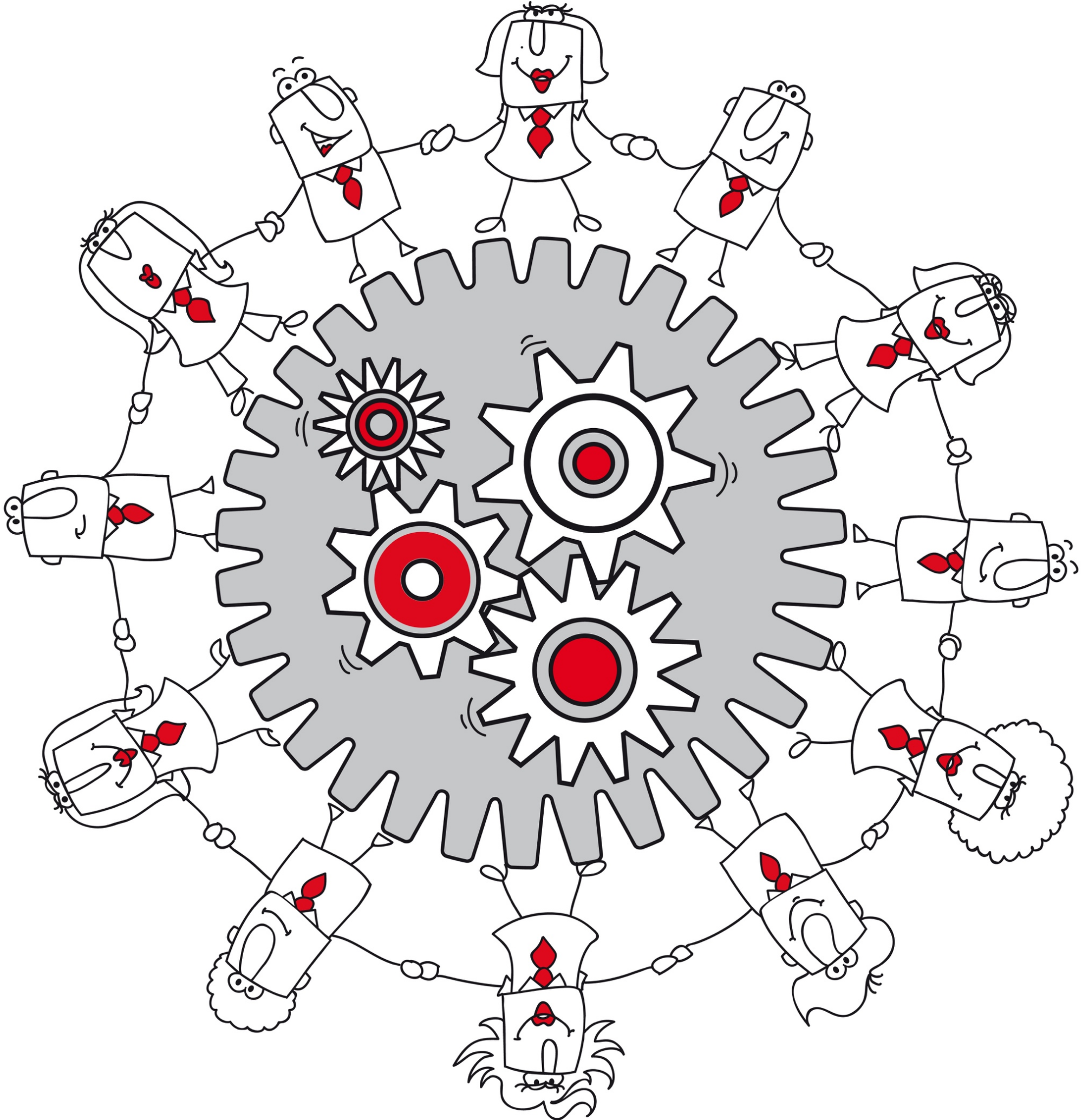
THE LONG GAME



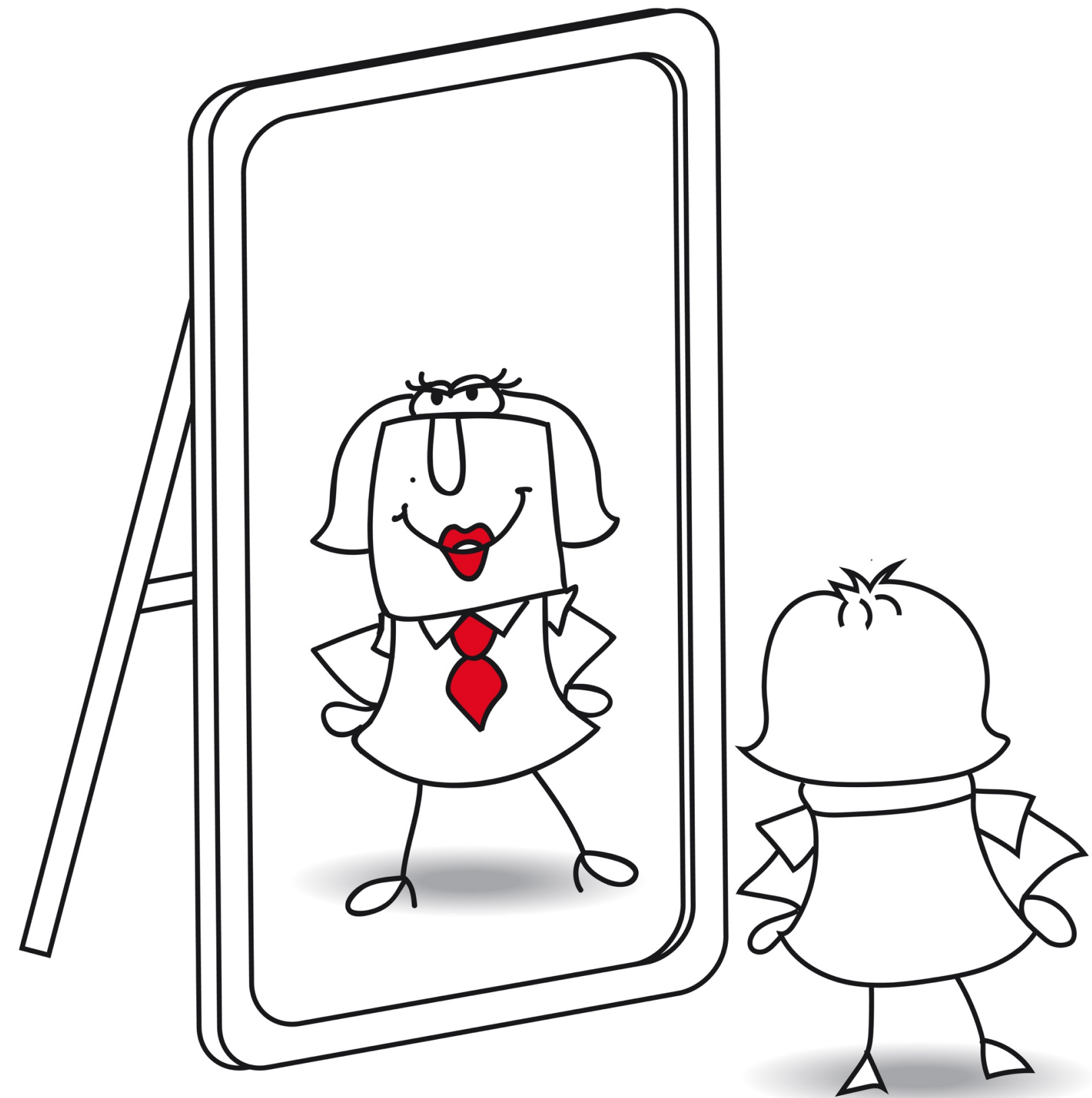
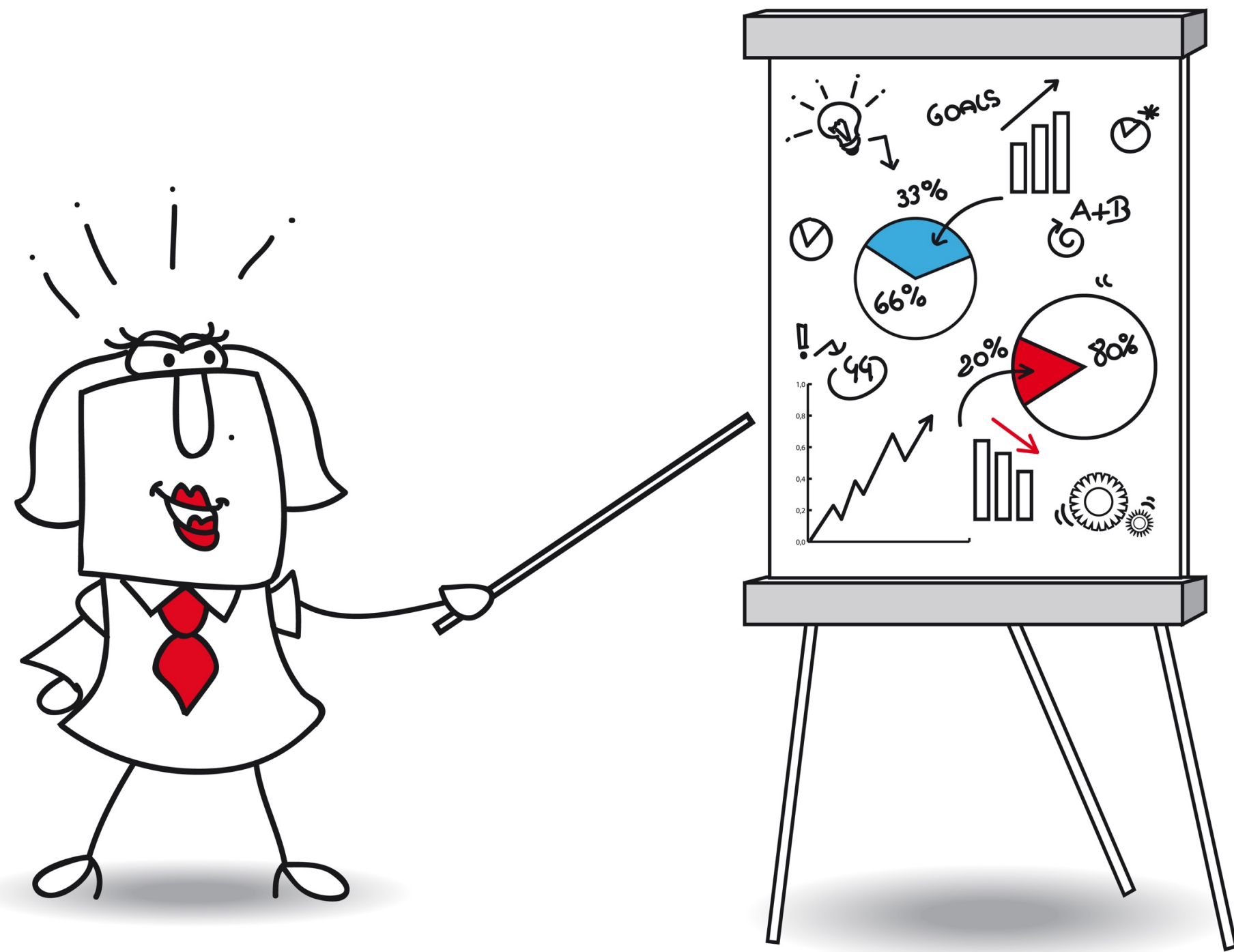
Culture Code in 7 Parts

1. **VISION** — what are you trying to create
2. **PURPOSE** — Why are you creating?
3. **VALUES** — what matters most to you?
4. **PRACTICES** — what's the “right” way?
5. **PEOPLE** — What kind of people are “best fit”?
6. **NARRATIVE** — what's your story?
7. **PLACE** — what's your “ideal” world like?

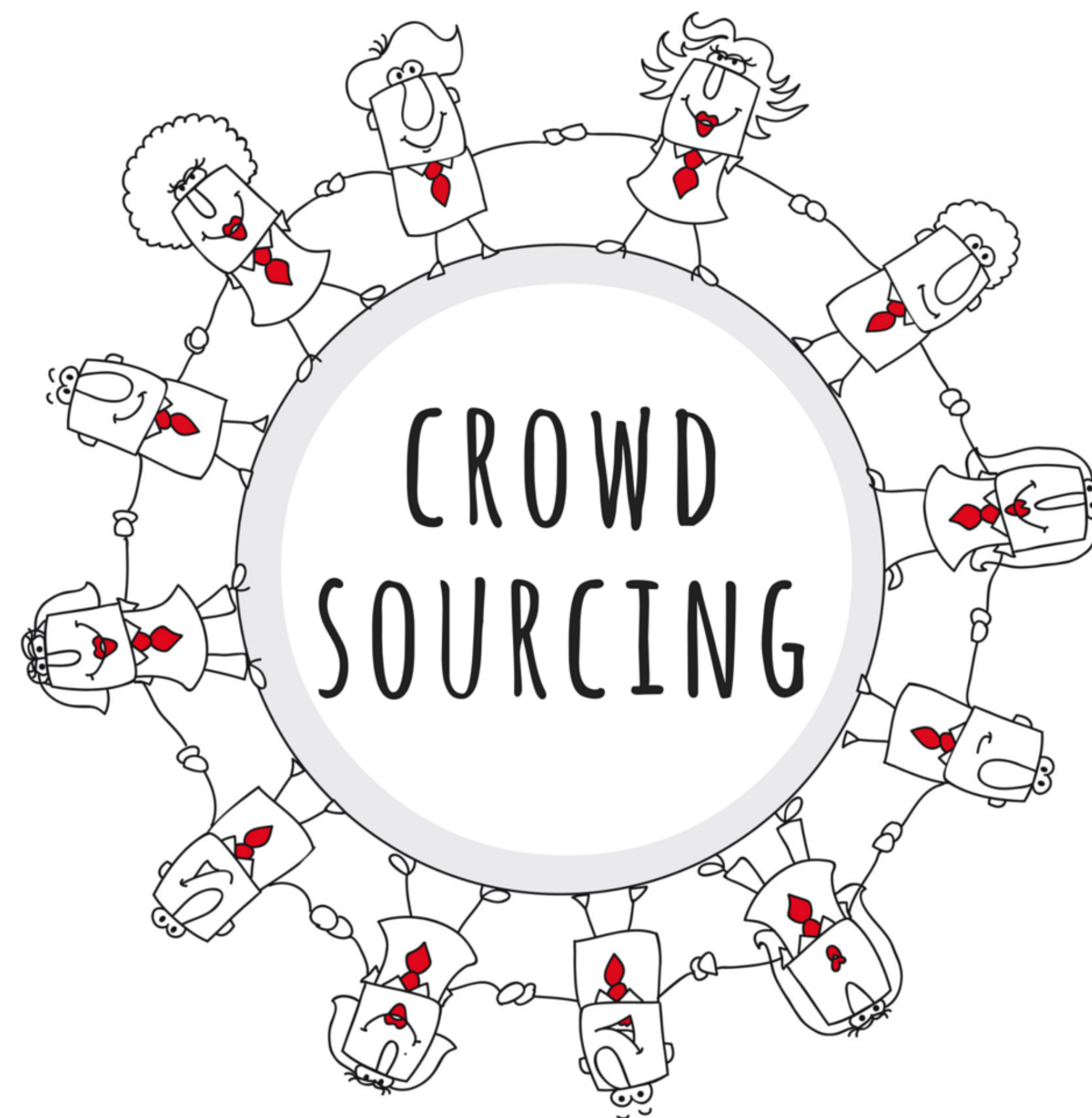
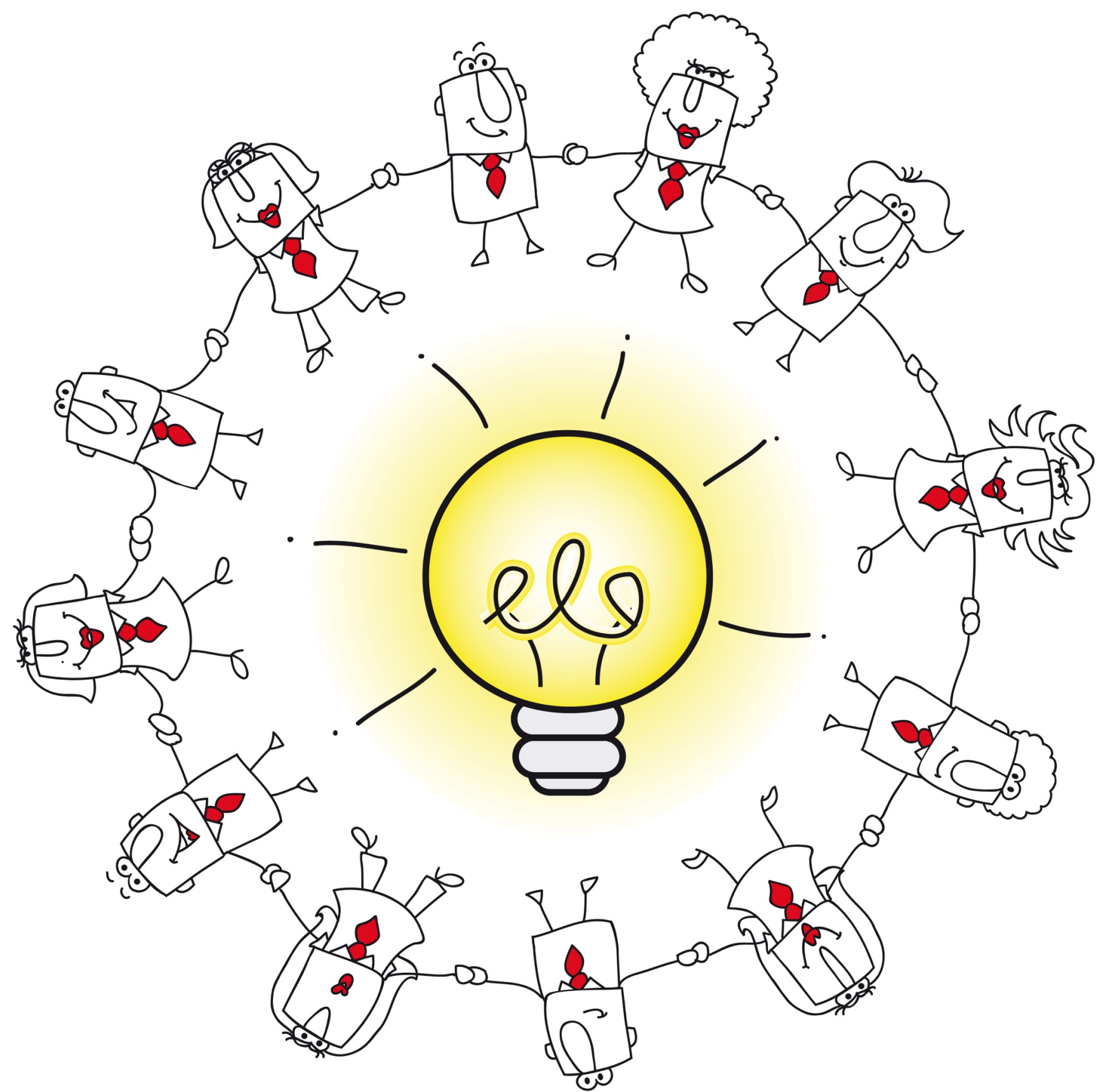
Culture + brand + strategy



Founder Led



Community Curated



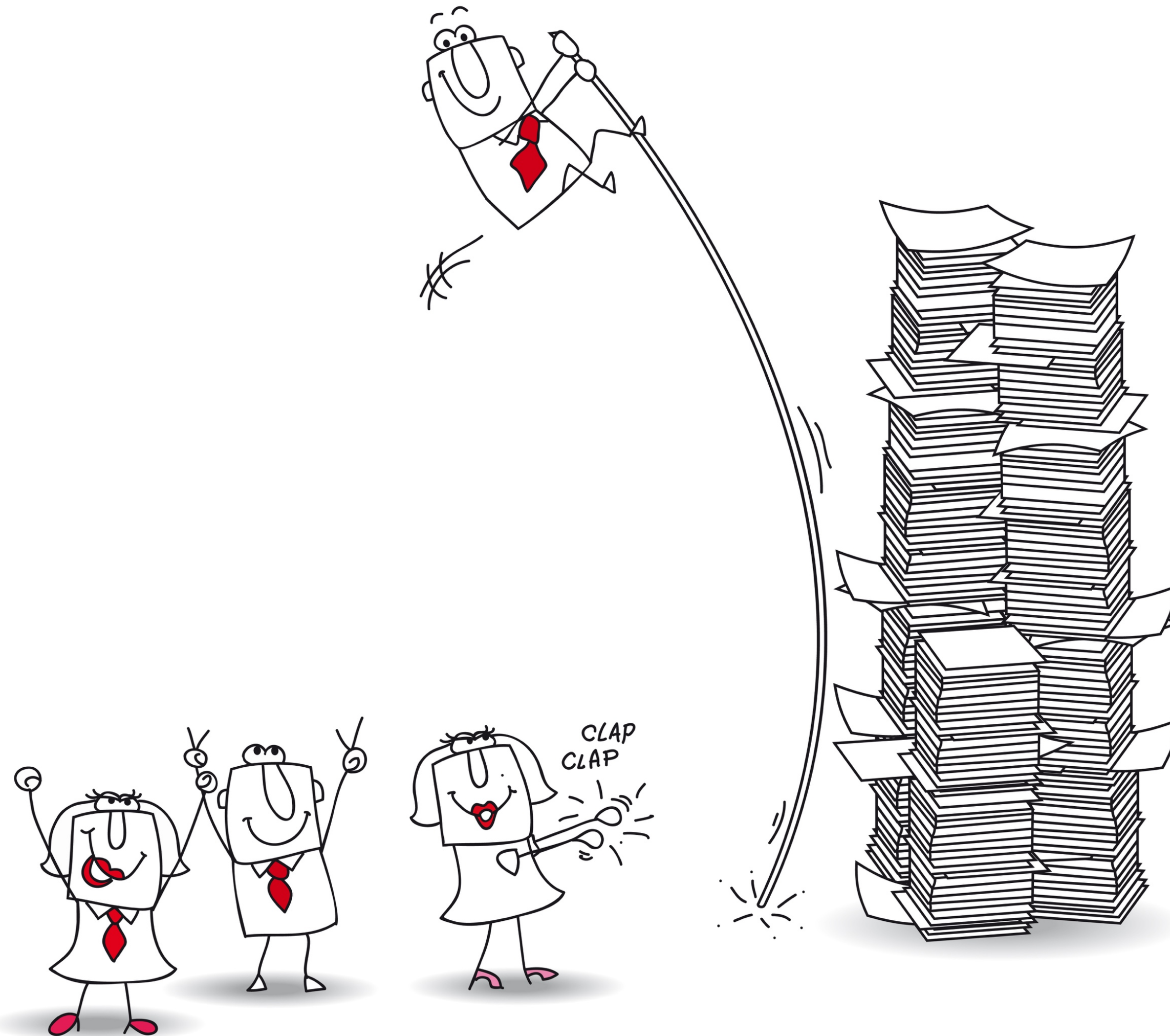
Scaled Through Code

part
manifesto

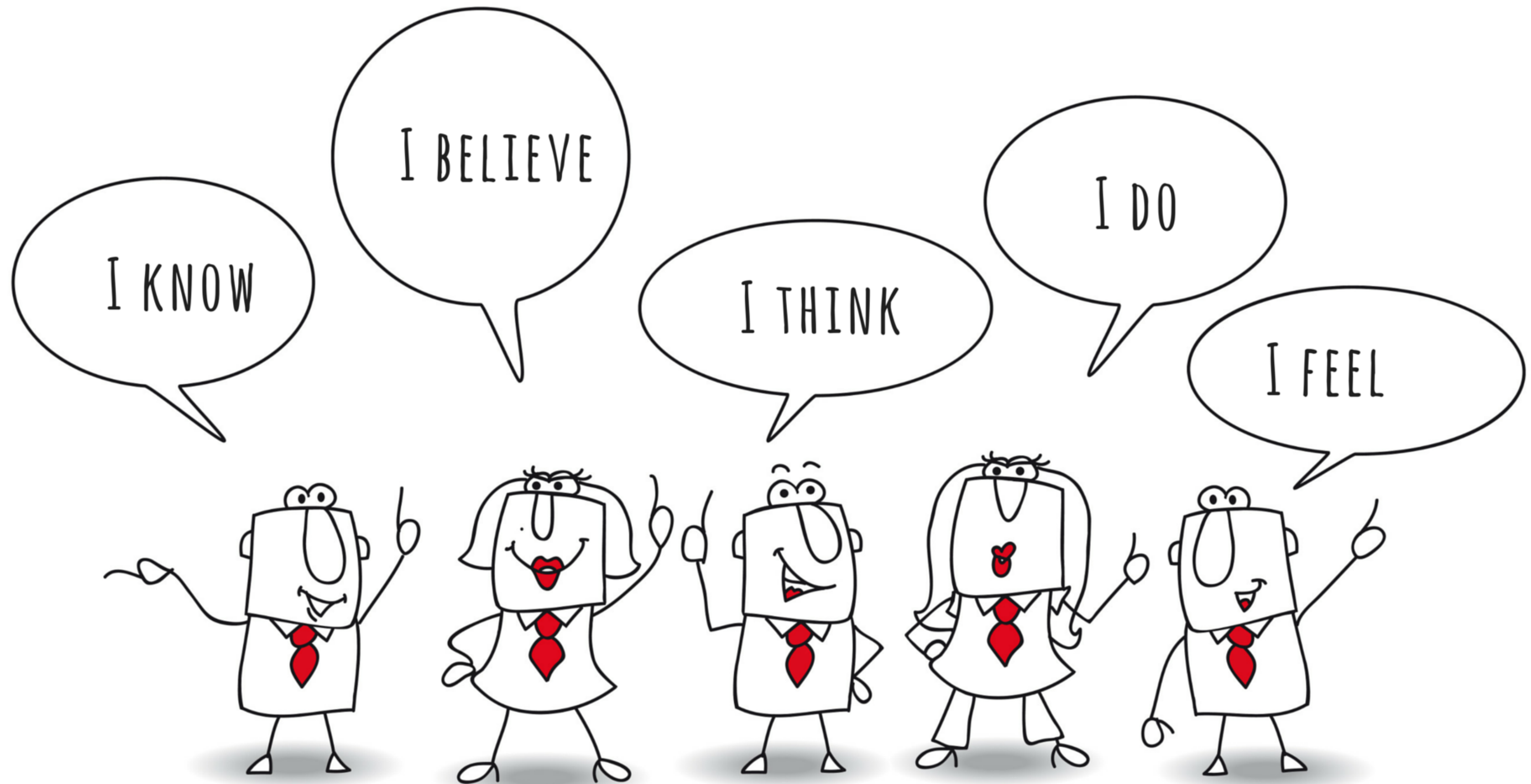
part
MANUAL



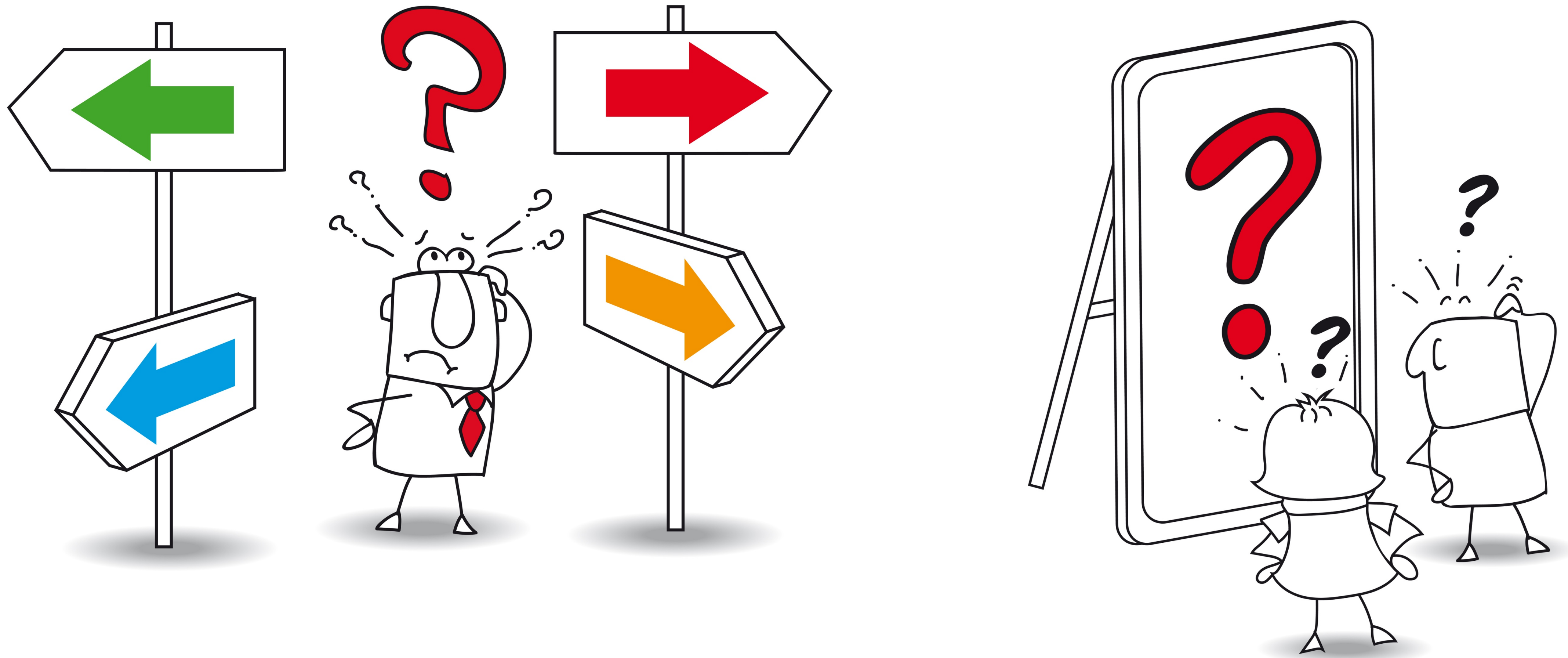
Preferably not Policy



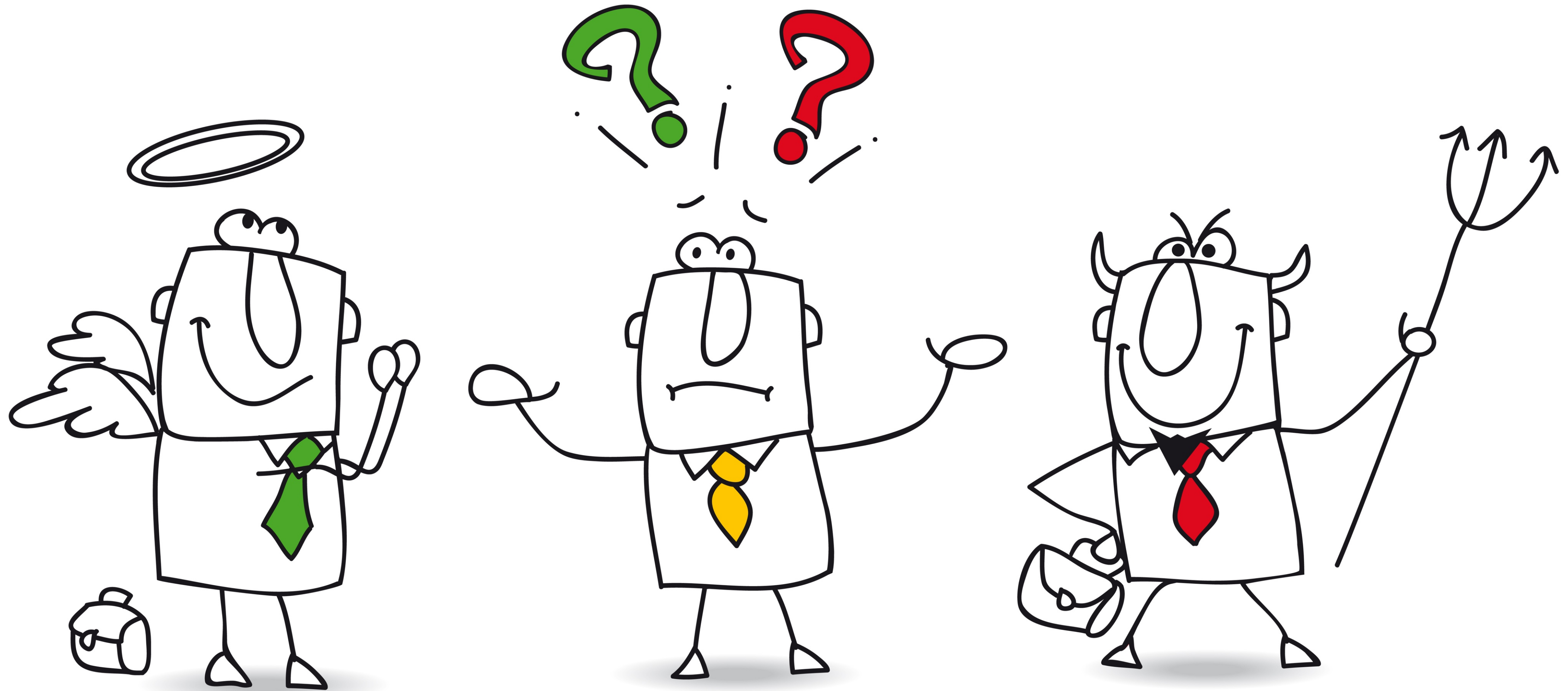
Cultivate with Conversation



Hire for culture not talent



Deal with the Demands



Be Proud of Your Culture

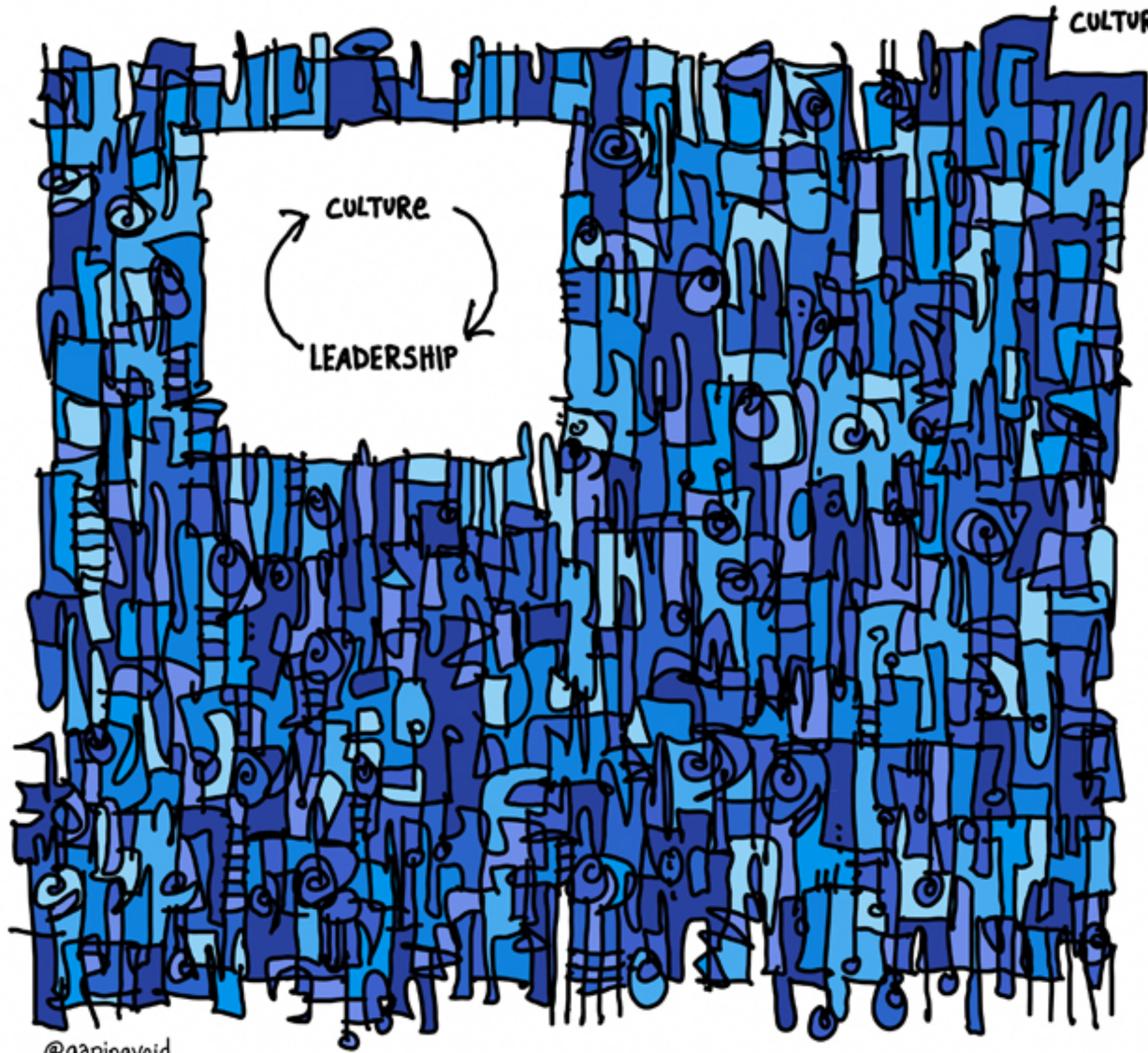


“

“Culture is **code word**
for leadership.

– XXXXXXXX

Leadership & Culture

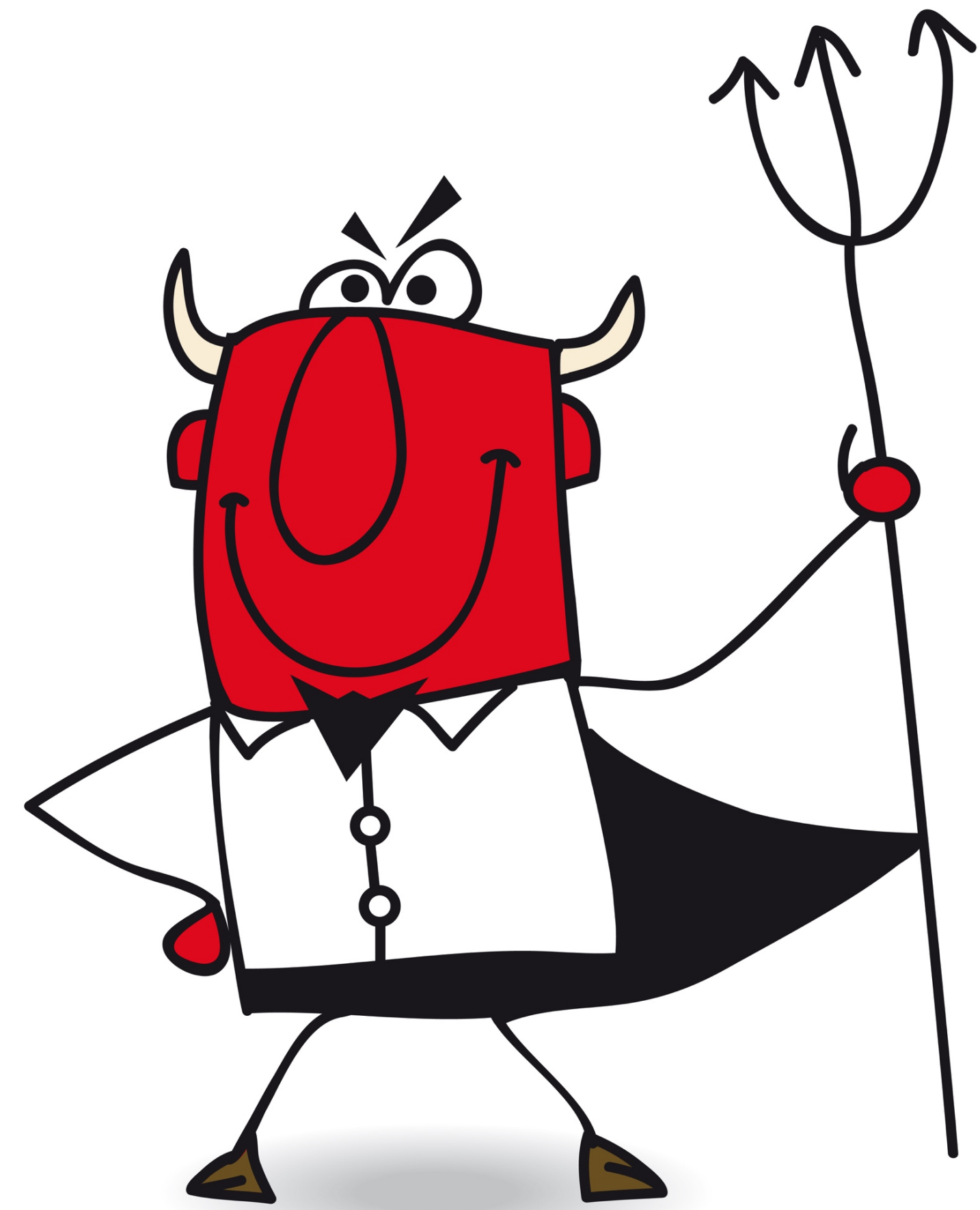
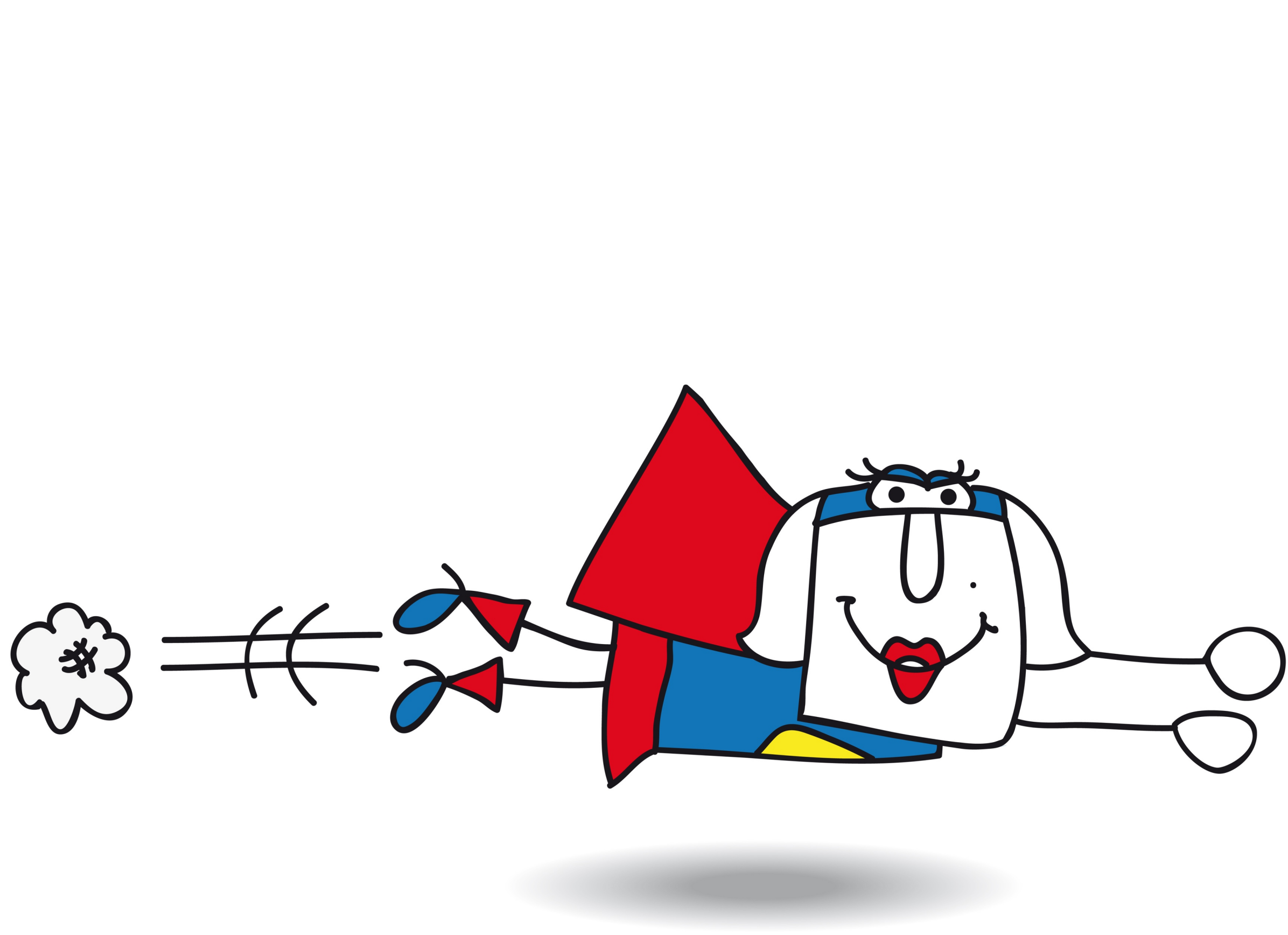


@gapingvoid

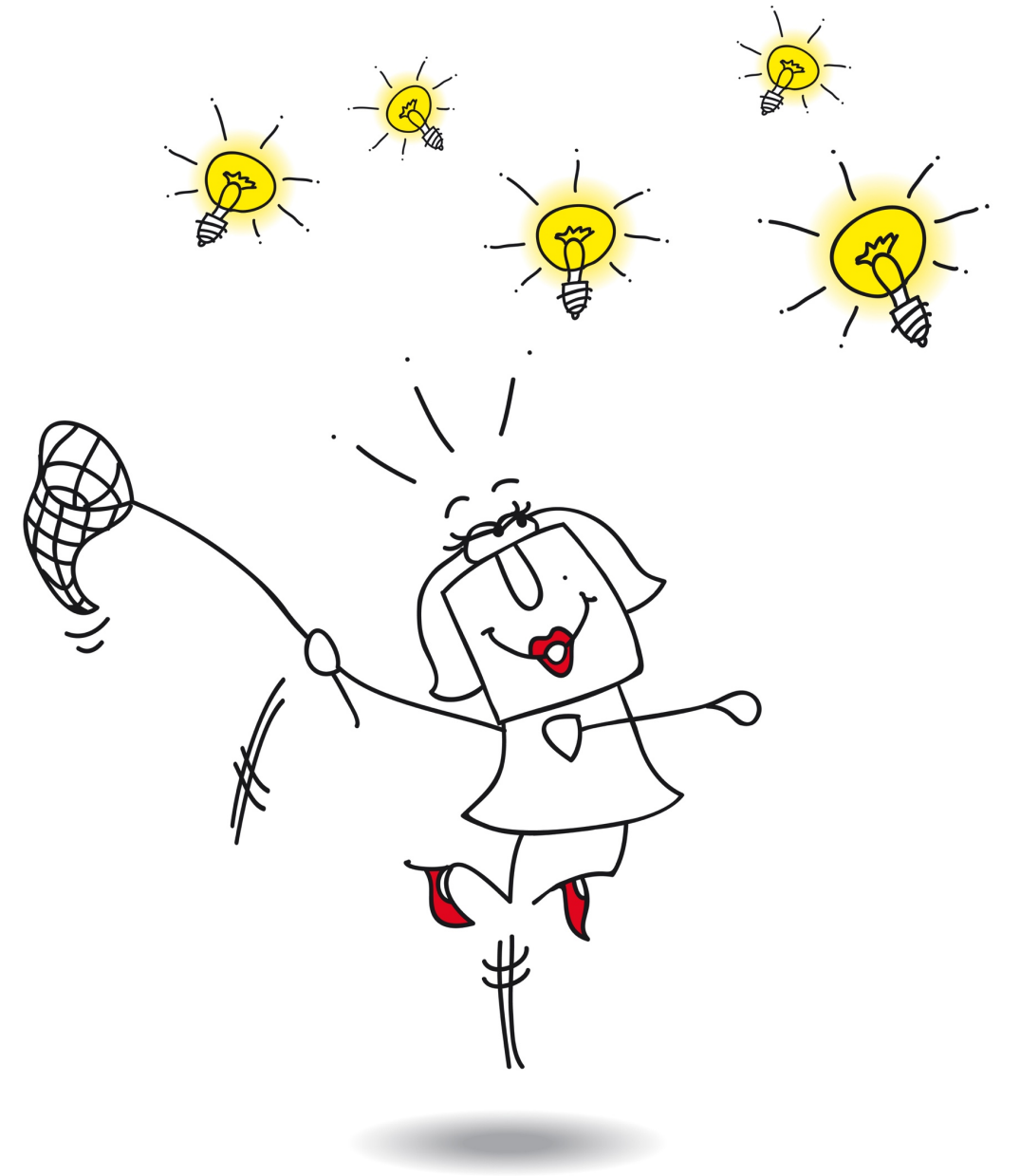
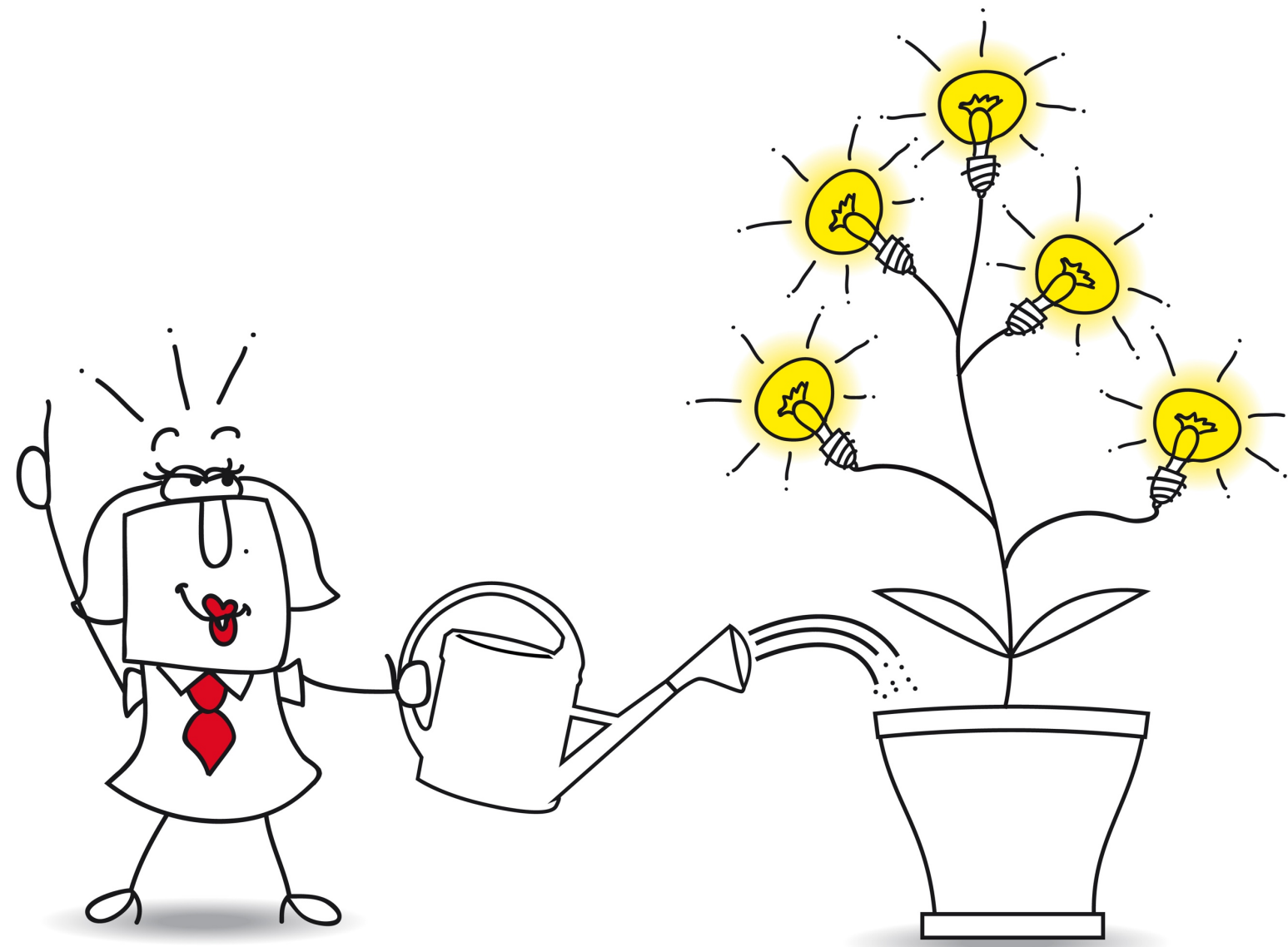
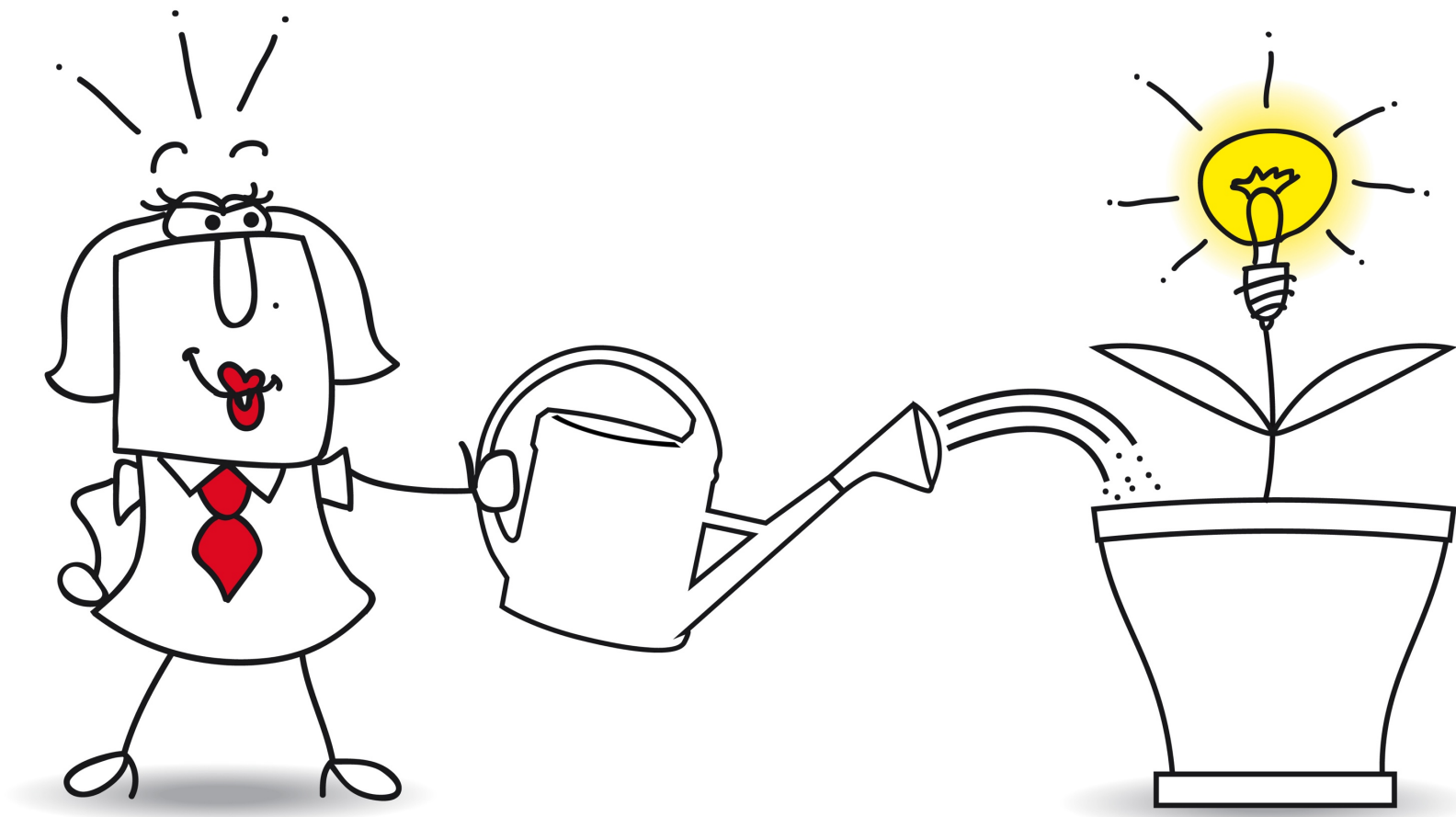
CULTURE BEGETS LEADERSHIP
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BEGETS CULTURE ETC.



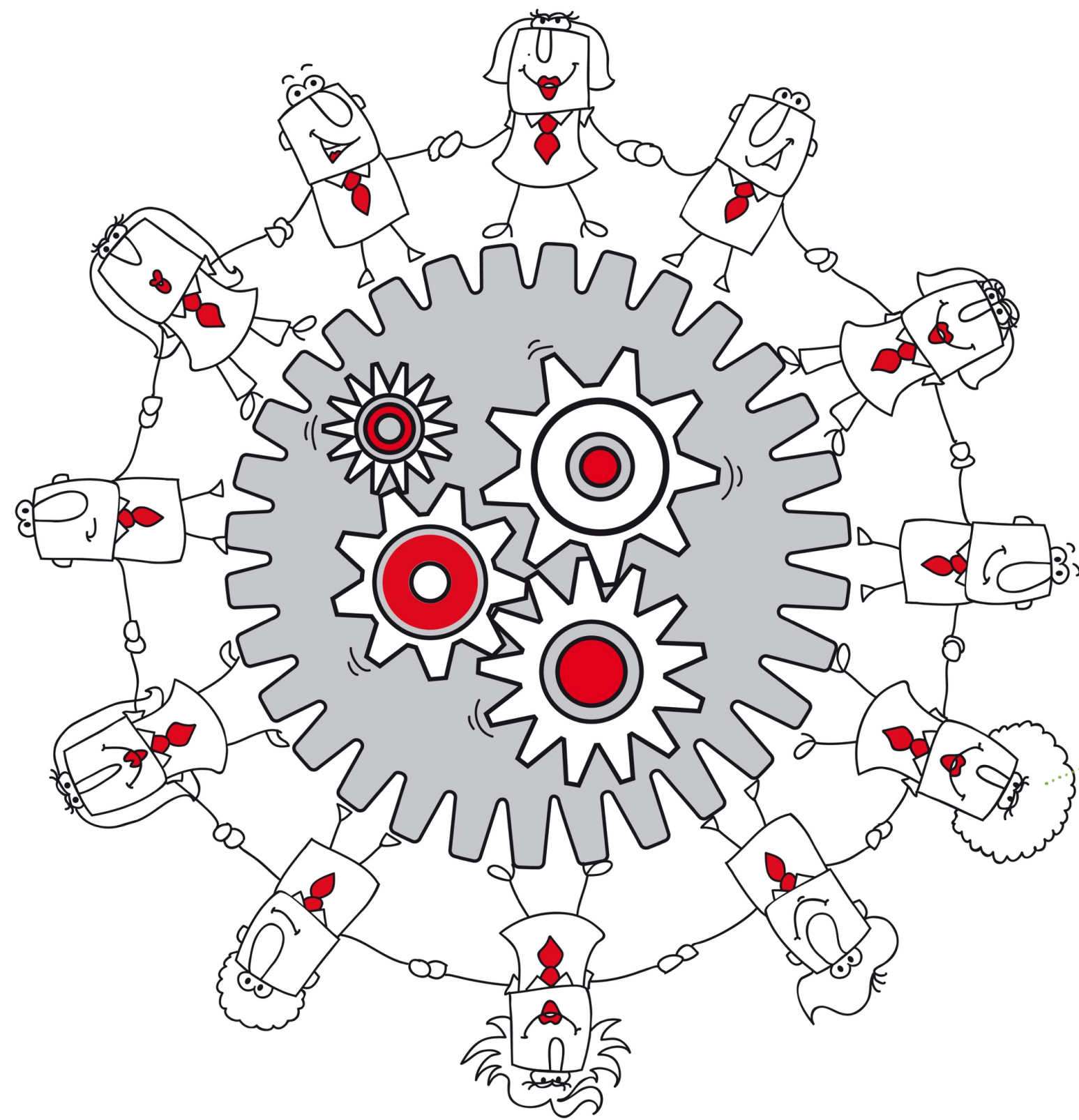
Annoint Cultural Attaches



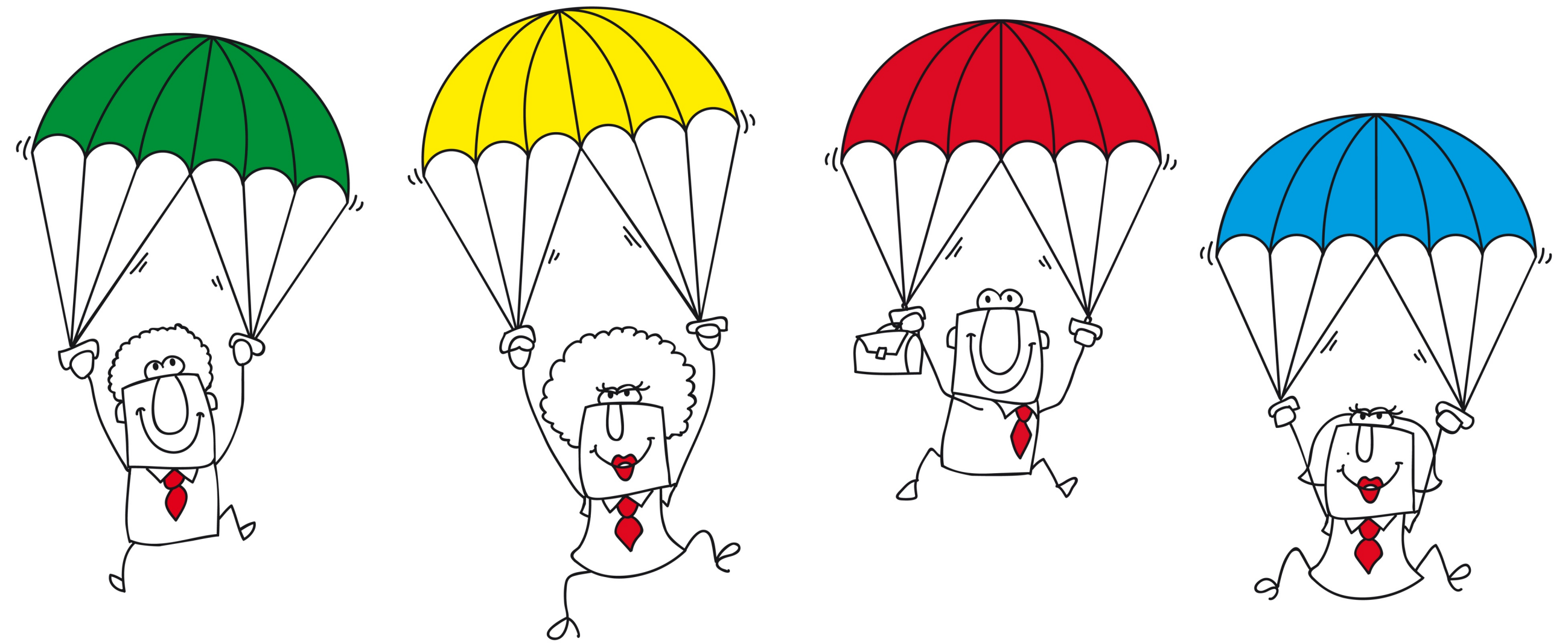
Grow Your Culture With Love



Why Culture Matters



YOUR COMPANY DNA & BRAIN



SETS THE BEHAVIOURAL PATH

THAT DEFINES, THE LOOK THE
FEEL, THE THOUGHTS & ACTIONS
THAT HAVE IMPACT & MAKE YOUR
DIFFERENCE IN THE WORLD



“

“Culture isn't **rocket science** but
is it your company's common
sense.

DO THE WORK
MAKE IT REAL

ASK ME ANYTHING.....



DO THE WORK MAKE IT REAL



bonuses

www.julietreanor/culture

- “ Slidedeck & Smartcuts (reading and resources)
- “ Join Leaders' Think & Talk Tank – *open now*
- “ Sign-up for **SUPERMUSE**letter – *launching June*
- “ Get invite for Leadership Cafes – *launching July*

LEADERSHIP 
SMARTS

COLLIDER: 15 JUNE @ 12.30PM

BEING AND ENTREPRENEUR & AN EXECUTIVE