



**OPEESA**

*POWERING DISTRIBUTOR SUCCESS*

**Randy Disharoon**

**INSPIRING THE LEADER WITHIN**

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

“Culture eats strategy for  
breakfast.”

- Peter Drucker

# Rules of Engagement

**BE A PARTICIPANT**

NOT A SPECTATOR

**HAVE FUN**

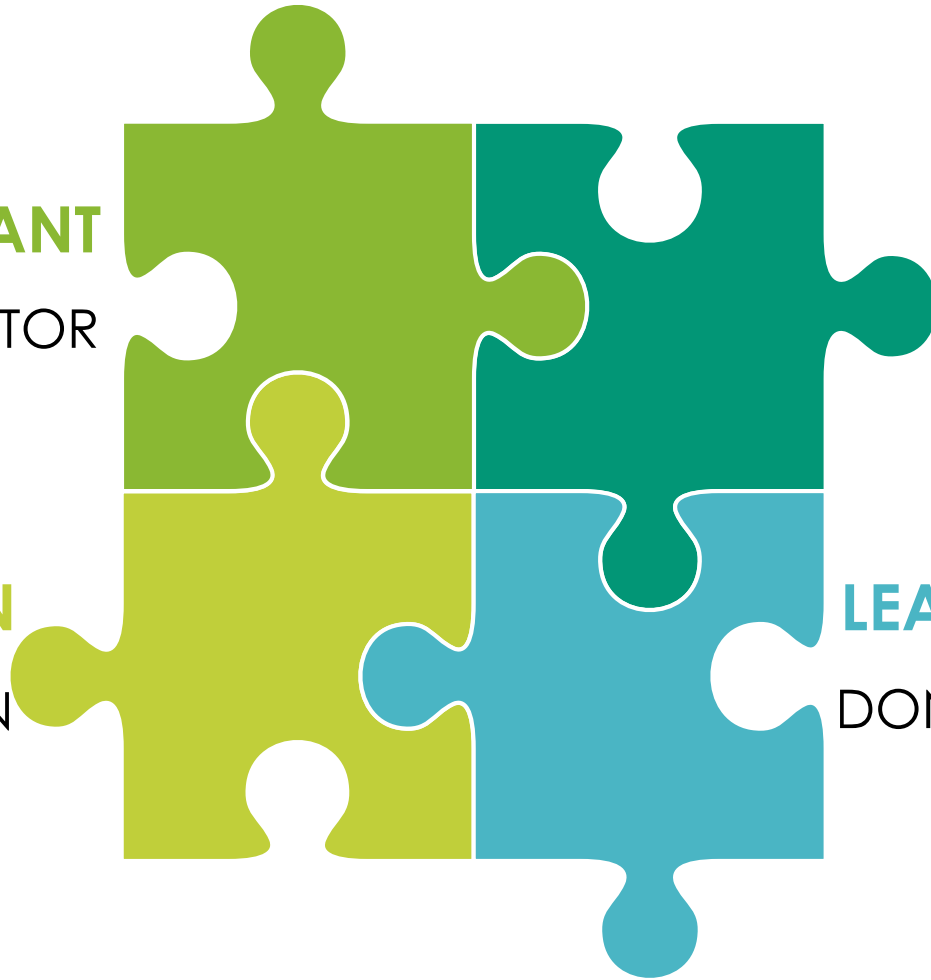
DON'T MAKE FUN

**BE POSITIVE**

NOT NEGATIVE

**LEARN FROM OTHERS**

DON'T LEAN ON OTHERS



# What is Culture?

The set of shared, taken-for-granted implicit assumptions that a group holds and that determines how it perceives, thinks about, and reacts to its various environments.



**Professor E.H. Schein**  
**MIT Sloan School of Management**

# What characterizes your Culture?

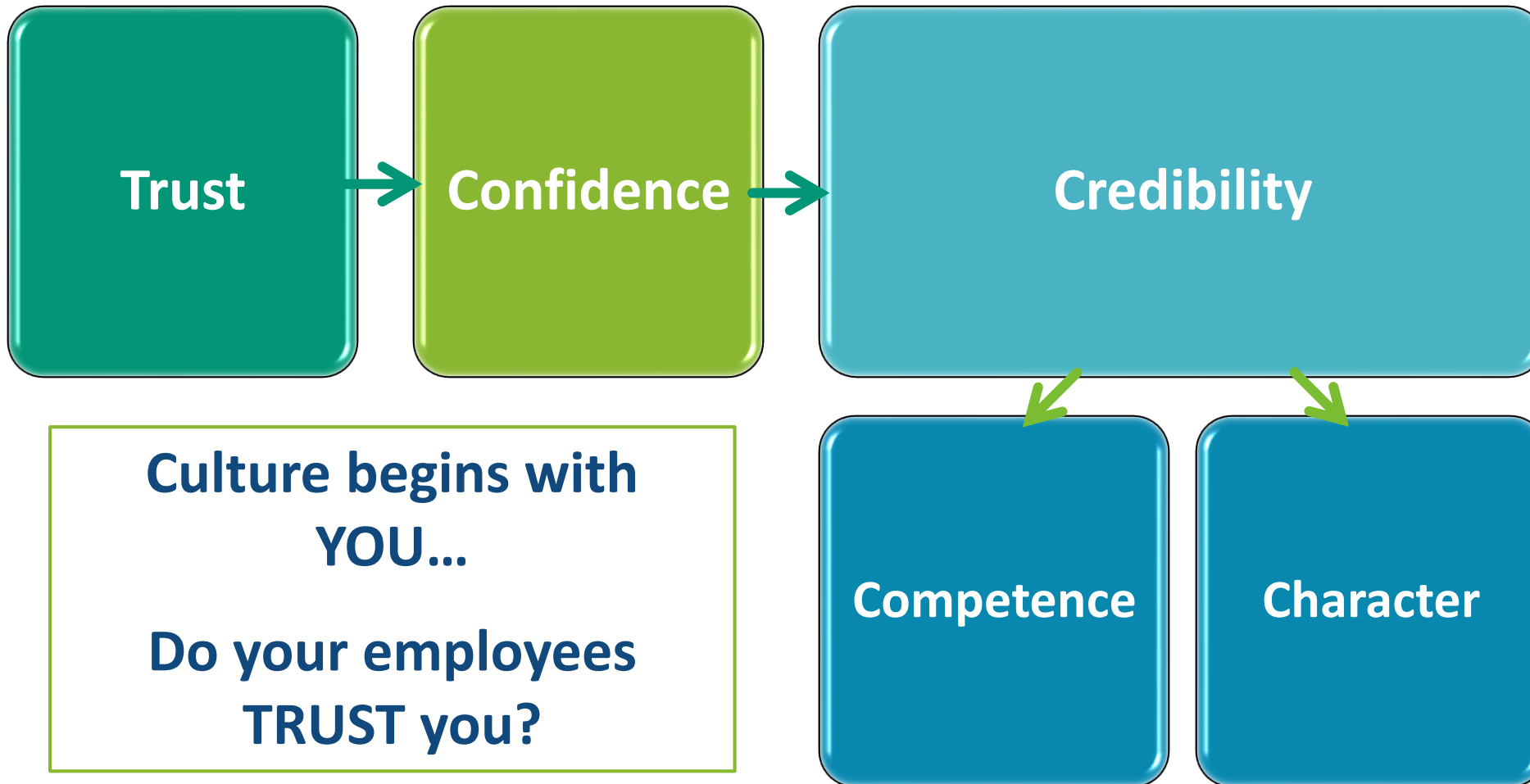
## Bad Culture

- Dictatorial management
- Internal power struggles
- Constant changing/shifting management philosophies
- High turnover
- Empire building

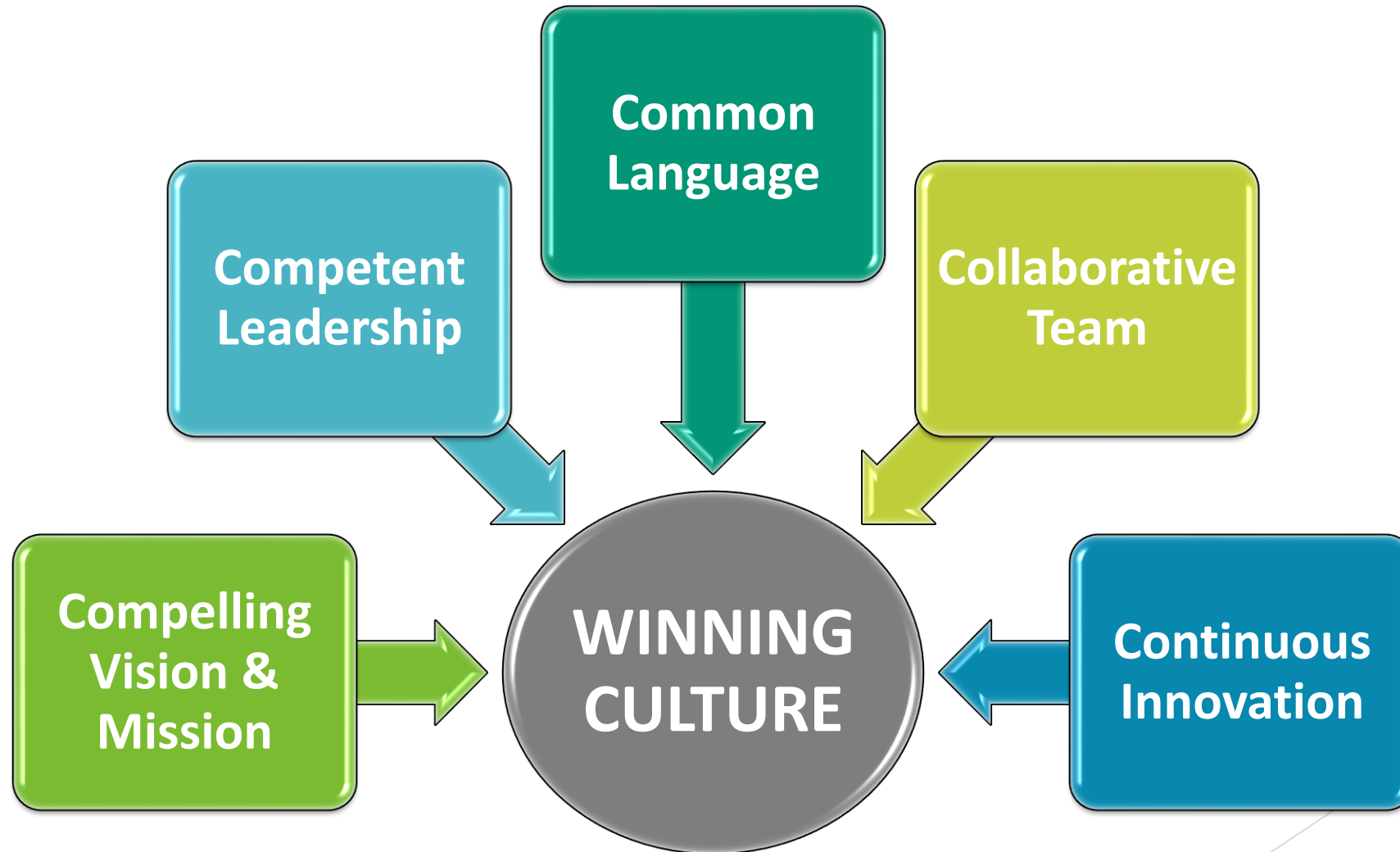
## Good Culture

- Visionary Leadership
- Transparency
- Consistency of values and purpose
- Low turnover
- Collaborative teamwork

# The Key to Culture Transformation



# Elements of a Winning Culture



# 1. Cast a Compelling Vision/Mission

**Vision:** A brief, aspirational portrait of your company's future, fulfilled state.



“To establish Starbucks as the most recognized and respected brand in the world.”



“A world where everyone has a decent place to live.”



“To be the earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.”



## 2. Be a Competent Leader

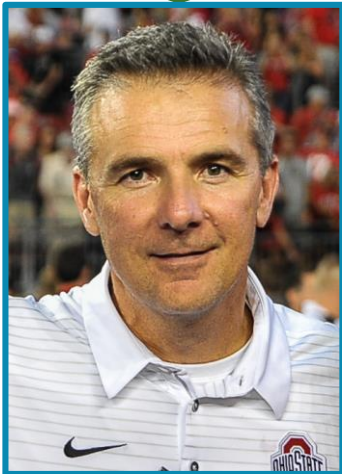


*"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."*



# A Culture of Winning

“When I think of Duke basketball, I think of culture. You don’t deal with systematic behaviors because that’s all part of a culture. They are taught and trained to run a 12-month program...they don’t go and attack behaviors because it’s endless. You handle yourself the right way, you’re part of something that’s greater than you.”



Urban Meyer  
2-Time National Champion  
College Football Coach



# 3. Develop a Common Language

Vision – Mission – Values

Company Philosophy – Motto – Terminology

Business Model – Strategic Planning – Recognition System

## **Welcome to Nordstrom**

We're glad to have you with our Company. Our number one goal is to provide outstanding customer service. Set both your personal and professional goals high. We have great confidence in your ability to achieve them.

**Nordstrom Rules: Rule #1: Use best judgment in all situations. There will be no additional rules.**

Please feel free to ask your department manager, store manager, or division general manager any question at any time.

## 4. Assemble a Collaborative Team

Reward team success

Establish team ground rules and enforce them

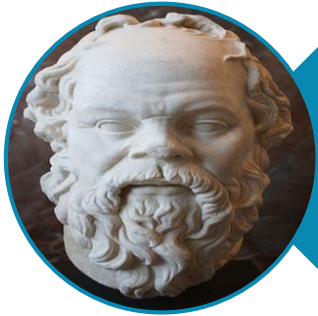
Have a system to accentuate employee strengths

Assign clear roles, goals and expectations

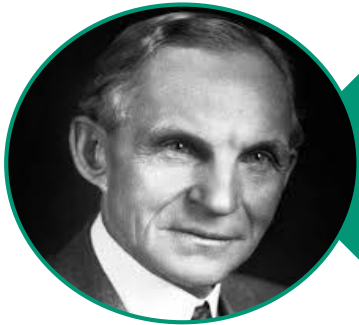
Promote an environment of self-accountability

Empower teams to autonomous creativity

# 5. Pursue Continuous Innovation



**“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.” – Socrates**



**“If you asked my customers what they wanted, they would have said, ‘A faster horse.’” – Henry Ford**



Apple gave the world what it did not know it needed.  
What will you give your customers?



# Putting it all Together!

1. Revisit your vision; communicate it often; challenge your workforce to own it
2. Spend time with your team; lead by example; praise in public and correct in private
3. Develop a company dictionary; communicate the company strategy regularly
4. Incorporate cultural fit into your interview process; recognize employees in front of their peers; schedule team-building events
5. Reward creativity; study and capitalize on macro trends; instill ownership mindsets

# Your path to a cultural transformation

