

***BUILDING A  
WINNING  
CULTURE!***

**Presented by:**

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# **A COMPANY'S KEY TO SUCCESS IS IN ITS HEART AND SOUL!**

- **68% - Leaders who believe their culture is a source of competitive advantage**
- **76% - Believe it is changeable and 65% believe they need to change it**
- **81% - Believe that an organization that lacks a high-performance culture is doomed to mediocrity**
- **10% - But fewer than 10 % succeed in building one**

# **THE OVERRIDING QUESTION IS . . .**

- **What is it that can springboard a business to new levels of sustainable growth; not only in dollars, but also in the value a company brings to all stakeholders?**

# **ANYONE WHO TELLS YOU THEY ENJOY CHANGE . . . SHOULD SEEK IMMEDIATE PROFESSIONAL HELP!**

- **“Culture eats strategy for lunch everyday . . . “**
- **Culture provides resilience in tough times and is more efficient than strategy**
- **Culture trumps competition . . .**
- **Culture can spur a contrarian business strategy**
- **A broken culture can doom even a great organization or product**
- **Cultural miscues are more damaging than strategic miscues**

# THE OLD PARADIGM

- **Money matters the most**
- **Employees will always take advantage of the company**
- **Vacation policies are the answer to work/life balance**
- **People need to be controlled with rules, policies, and handbooks**
- **People should just be happy to have a job**

# **NORDSTROM POLICY MANUAL . .. IN ITS ENTIRETY . . .**

## **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.

**“YOUR COMPANY’S CULTURE AND YOUR  
COMPANY’S BRAND ARE REALLY JUST TWO SIDES  
OF THE SAME COIN. YOUR CULTURE IS YOUR  
BRAND.”**

**TONY HSIEH, ZAPPOS**

# WHAT MAKES COMPANIES SUCCESSFUL IN THE LONG-TERM?

- **If the driving force for a company's success is a brilliant leader and strategic genius, he or she is a great asset, only as long as they stick around. When they leave or lose focus, they become a liability.**

# AND THE ANSWER IS . . .

- **People are the difference.**
- **Great leaders believe that the right people and the right culture is the basis for extraordinary performance. In fact, CEO's that I have interviewed, put the right people in place first, even before they developed their business strategy.**



**HERE IS THE KEY MESSAGE . . .**



**YOU MUST WORK TOGETHER TO  
MAKE THIS COMPANY  
SUCCESSFUL!**

**For those who  
are prepared . . .**



**. . . chaos brings opportunity**

The willingness... even  
enthusiasm... to  
change **EVERYTHING**  
combined with the  
wisdom to understand  
what must **NEVER** be  
changed.

# NINE ELEMENTS OF ORGANIZATIONAL HEALTH

Direction

Leadership

Culture

Accountability

Coordination  
& Control

Capabilities

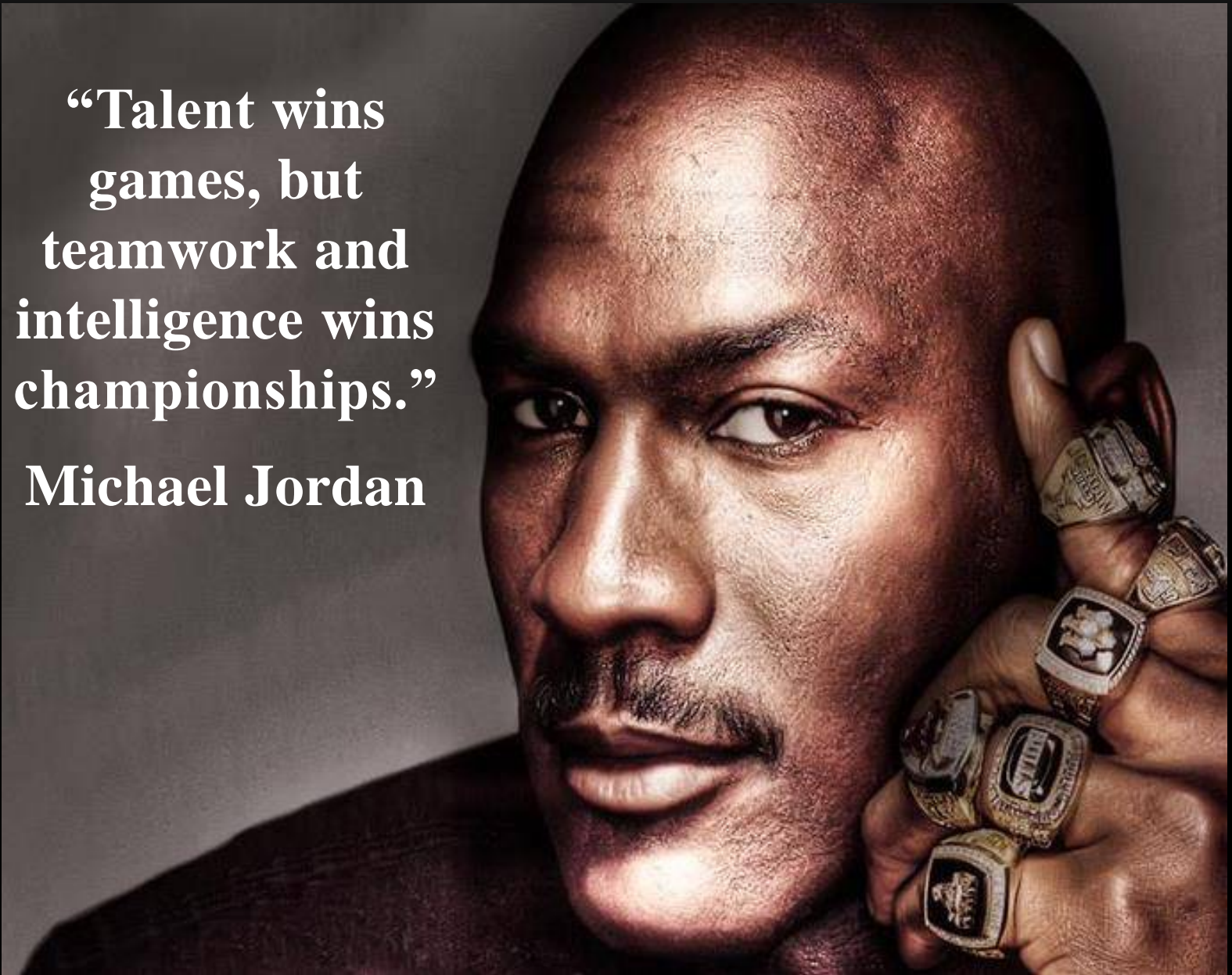
Motivation

Customer  
Focus

Innovation

**“Talent wins  
games, but  
teamwork and  
intelligence wins  
championships.”**

**Michael Jordan**



# E4 MATHLOSOPHY CULTURE

- **Entering – Vivid, clear, inspiring . . .  
Shared**
- **Evaluating – Numeric, specific,  
observable, and focused**
- **Enhancing – Good at what you do,  
open, honest, and courageous**
- **Exiting – Accountability, discipline,  
do as if your exit is today!**



## **SUMMARY**

- **Embrace and Revel in Change.**
- **Talent is KEY to Success**
- **Build a Winning Culture**
- **E4 Mathlosophy Culture**
- **Demand Disciplined Execution**
- **Keep it SIMPLE!**



## **We Live From One of Two Planes**

### **Competitive Plane (Scarcity)**

- **The Emotion of Fear**
- **The Emotion of Jealousy**
- **The Emotion of Hatred**
- **The Emotion of Revenge**
- **The Emotion of Greed**
- **The Emotion of Superstition**
- **The Emotion of Anger**



### **Creative Plane (Abundance)**

- **The Emotion of Desire**
- **The Emotion of Faith**
- **The Emotion of Love**
- **The Emotion of Sex**
- **The Emotion of Enthusiasm**
- **The Emotion of Romance**
- **The Emotion of Hope**



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***THANKS FOR YOUR  
ATTENTION!***

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