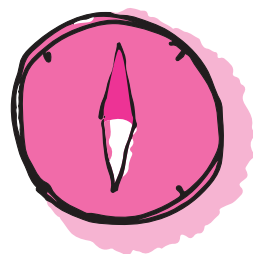
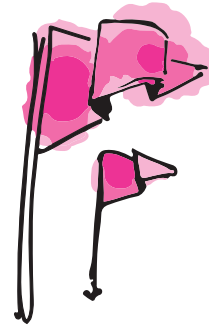


“If you want to build a ship,
don't drum up people to
collect wood and don't
assign them tasks and work,
but rather teach them to long
for the endless immensity
of the sea.” -Antoine de Saint-Exupery



1. PURPOSE

Why an organization exists
beyond making money.



2. VALUES

Shared beliefs about
what's most important.



3. BEHAVIORS

Choices made by employees,
guided by purpose and values.

HOW TO DESIGN A COMPANY CULTURE EMPLOYEES LOVE



6. CUES

Reminders that help employees
stay connected to the future.



5. RITUALS

Group activities that build
and strengthen relationships.



4. RECOGNITION

Programs that encourage
culture-aligned behaviors.