“Success Is Nothing More Than A Few Simple Disciplines Practiced Every Day.”

—— Jim Rohn
**Todays Objective**

- Culture
- Thinking
- Strategy

*If you want to make minor changes in your life, work on your behavior. But if you want to make significant, quantum breakthroughs, work on your paradigms (Belief’s)*
Hi, I’m Ondra Berry - Relentless, Passionate, Resilient

- Educator
- Police Officer
- Business Owner
- Started Non-Profit
- Author
- Military
- Corporate Position
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- Facebook, Twitter, Linkedin
WHY DID YOU GET OUT OF BED THIS MORNING?
WHERE MUST YOU BE BETTER?

Never Give Up

KEY

Heart Set

Skillset?

Toolset

Learning | Partnerships | Results | Discipline | Vision | Integrity | Innovation | Continuous Improvement | Customers
“Too many leaders have only a vague picture of where they want to take their companies. Action is not driven by the past but pulled by the future. We are magnetically drawn toward vivid pictures of the future.”
OBJECTIVE

How to be better, stronger, and wiser as an organization through understanding culture!!

Organization Culture Model

- **Artifacts**
  - Products & Behaviors
  - Readily Observable
  - Logos, Traditions, Org. Structure, Technology, Tools, Ceremonies

- **Espoused Values**
  - Strategies, Goals, Philosophies
  - Beliefs, Ideologies, Philosophies, Values, Vision, Purpose, Observed interactions, Patterns, Traditions

- **Basic Assumptions**
  - Foundation of Culture
  - Unconscious Behavior and Source of Action
  - Mindset, Consensus, Assumptions, Natural Response, Cultural DNA, Act, think, and value

Spend your time here
This is your brand

Internal: Values
External: Website
# WHAT LEADERS NEED TO KNOW

## Table 1. Characteristics of high and low performance cultures

<table>
<thead>
<tr>
<th>High Performance Cultures</th>
<th>Low Performance Cultures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaders are skilled, admired, and build organizations that excel at results and at taking excellent care of their people and their customers.</td>
<td>Leaders provide minimal leadership, are not trusted and admired, and do little to engage and involve their people.</td>
</tr>
<tr>
<td>Clear and compelling vision, mission, goals, and strategy</td>
<td>Vision, mission, goals, and strategy are unclear, not compelling, not used, or do not exist.</td>
</tr>
<tr>
<td>Core values drive the culture and are used in decision making</td>
<td>Core values are unclear, not compelling, not used, or do not exist.</td>
</tr>
<tr>
<td>Committed to excellence, ethics, and doing things right</td>
<td>Lack of commitment to excellence, questionable ethics, and a reputation for doing what is expedient rather than what is right.</td>
</tr>
<tr>
<td>Clear roles, responsibilities, and success criteria, and strong commitment to engaging, empowering, and developing people</td>
<td>Unclear roles and responsibilities and little interest in fully utilizing and developing the capabilities and potential of people.</td>
</tr>
<tr>
<td>Positive, can-do work environment</td>
<td>Negative, tense, stressful, and/or resistant work environment.</td>
</tr>
<tr>
<td>Open, candid, straightforward, and transparent communication</td>
<td>Guarded communication, reluctance to be open and straightforward, and consequences for saying things leaders do not want to hear.</td>
</tr>
<tr>
<td>Teamwork, collaboration, and involvement are the norm</td>
<td>Top-down decision making with minimal teamwork, collaboration, and involvement.</td>
</tr>
<tr>
<td>Emphasis on constant improvement and state-of-the-art knowledge and practices</td>
<td>Slow to make needed improvements and behind times in knowledge and practices.</td>
</tr>
<tr>
<td>Willingness to change, adapt, learn from successes and mistakes, take reasonable risk, and try new things</td>
<td>Poorly planned change, resistance to change, minimal learning from successes and mistakes, and either risk aversion or risk foolishness.</td>
</tr>
</tbody>
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Source: Adapted from Warrick (2016)

Learning | Partnerships | Results | Discipline | Vision | Integrity | Innovation | Continuous Improvement | Customers
<table>
<thead>
<tr>
<th>Table 2. Guidelines for building and sustaining cultures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Make strategy and culture important leadership priorities</td>
</tr>
<tr>
<td>2. Develop a clear understanding of the present culture</td>
</tr>
<tr>
<td>3. Identify, communicate, educate, and engage employees in the cultural ideals</td>
</tr>
<tr>
<td>4. Role model desired behaviors</td>
</tr>
<tr>
<td>5. Recruit and develop for culture</td>
</tr>
<tr>
<td>6. Align for consistency between strategy and culture</td>
</tr>
<tr>
<td>7. Recognize and reward desired behaviors and practices</td>
</tr>
<tr>
<td>8. Use symbols, ceremonies, socialization, and stories to reinforce culture</td>
</tr>
<tr>
<td>9. Appoint a culture team</td>
</tr>
<tr>
<td>10. Monitor and manage the culture</td>
</tr>
</tbody>
</table>
Mental models are deeply held internal images of how the world works, images that limit us to familiar ways of thinking and acting. Very often, we are not consciously aware of our mental models or the affects that they have on our behavior.
FIXED VS. GROWTH

Fixed mindset

“My ability to overcome is static”

Avoid challenges
Give up easily
See effort as fruitless

As a result, they are perceived to be less resilient

Growth mindset

“I can overcome challenges”

Embrace challenges
Persist in the face of setbacks
See effort as the path to mastery

As a result they are perceived to be more resilient

Learning | Partnerships | Results | Discipline | Vision | Integrity | Innovation | Continuous Improvement | Customers
Is Your Business........

Scale able

OPPORTUNITIES

Market able

Brand able
<table>
<thead>
<tr>
<th>Business Name</th>
<th>Cash Required</th>
<th>Initial Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kona Ice</td>
<td>$20,000</td>
<td>$124,750</td>
</tr>
<tr>
<td>Wild Birds Unlimited</td>
<td>$40,000</td>
<td>$146,516</td>
</tr>
<tr>
<td>MaidPro</td>
<td>$75,000</td>
<td>$74,560</td>
</tr>
<tr>
<td>Pinch A Penny</td>
<td>0</td>
<td>$230,000</td>
</tr>
<tr>
<td>Dream Vacations</td>
<td>$9,800</td>
<td>$3,245</td>
</tr>
<tr>
<td>FASTSIGNS</td>
<td>$80,000</td>
<td>$62,207</td>
</tr>
<tr>
<td>Precision Concrete Cutting</td>
<td>$200,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Truly Nolen of America</td>
<td>$35,000</td>
<td>$50,200</td>
</tr>
<tr>
<td>Sandler Training</td>
<td>$100,000</td>
<td>$88,150</td>
</tr>
<tr>
<td>Checkers &amp; Rally's</td>
<td>$250,000</td>
<td>$96,414</td>
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<tr>
<td>HouseMaster</td>
<td>$42,500</td>
<td>$61,100</td>
</tr>
<tr>
<td>Our Town America</td>
<td>$70,000</td>
<td>$63,300</td>
</tr>
<tr>
<td>Christian Brothers Automotive</td>
<td>$85,000</td>
<td>$458,950</td>
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<tr>
<td>Soccer Shots</td>
<td>$38,000</td>
<td>$41,034</td>
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<td>Minuteman Press</td>
<td>$50,000</td>
<td>$62,207</td>
</tr>
<tr>
<td>FirstLight Home Care</td>
<td>$65,000</td>
<td>$63,400</td>
</tr>
<tr>
<td>Amada Senior Care</td>
<td>$80,000</td>
<td>$63,400</td>
</tr>
<tr>
<td>The Goddard School</td>
<td>$150,000</td>
<td>$611,900</td>
</tr>
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<td>TeamLogic IT</td>
<td>$50,000</td>
<td>$65,000</td>
</tr>
<tr>
<td>Brightway Insurance</td>
<td>$75,000</td>
<td>$107,700</td>
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<tr>
<td>Snap-on Tools</td>
<td>$35,600 - $52,203</td>
<td>$169,503</td>
</tr>
<tr>
<td>Fibrenew</td>
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<td>$75,000</td>
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<tr>
<td>College Hunks Hauling Junk</td>
<td>$112,750</td>
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<td>Window Genie</td>
<td>$50,000</td>
<td>$90,800</td>
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<tr>
<td>Murphy Business &amp; Financial</td>
<td>$50,000</td>
<td>$57,525</td>
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<tr>
<td>WOW 1 DAY PAINTING</td>
<td>$50,000</td>
<td>$65,000</td>
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<td>Amzing Athletes</td>
<td>$17,500</td>
<td>$25,000</td>
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<tr>
<td>U.S. Lawns</td>
<td>$30,000</td>
<td>$53,500</td>
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<tr>
<td>Expedia</td>
<td>$100,000</td>
<td>$165,000</td>
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<tr>
<td>Snap-on Tools</td>
<td>$35,603 - $52,203</td>
<td>$169,503</td>
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</table>
Think About........

- Is your brand sexy? Does it stand out? Does it show that you are different?
- Does what you offer have people wanting to support you?
- How many branches can you add to your tree?
- Can you change your thinking and adapt when necessary?
- Do people want to hit the share button when looking at your business?
- Do you limit yourself to your title?
- Is your thinking too small?
- Is your business really solving a problem?
- Does your business/marketing, create an emotion? A movement?
- Are you confident you are executing the right strategy?
HOW CAN I BE BETTER

Business
◆ Give Feedback
◆ Talk about your culture
◆ Provide your strategy, big picture
◆ Educate org on MBE
◆ Seek first to understand
◆ Ensure D & I is a priority

MBE
◆ Ask for Feedback
◆ Learn about their culture (fit)
◆ Learn Strategy and goals
◆ Learn about successful MBE’s in the org
◆ Seek first to understand
◆ Plant Seeds
◆ Be Better at the Basics
WHAT ORGANIZATIONS SHOULD LOOK FOR IN SMALL BUSINESS

- Research if they are a good fit, compatibility
- Have fundamentally sound business practices
- Clear and open lines of communication
- Uniqueness
- Know their proven track record
- An ethical compass
- Responsible
- Great customer service
- Over Deliver
- Quality, Quality, Quality service or products
- Low maintenance
- Continuous Improvement
- Work Hard
- Understand strategy
WHAT MUST YOU DO

- Develop Partnerships, alliances, mergers, acquisitions
- Continuously read
- Subscribe to the WSJ
- Get a coach
- Get great at social media
- Ask your customers what they want
- Ask for an intern from the business school
- Develop a mission, vision, values you really believe in

- Know your purpose
- The Chamber of Commerce, SBA, WRMSDC are your friends
- The 37 best websites to learn something new
- Diversify (complementary products, teach, columnist)
- Target other markets (students, business schools, non profits)
- Win a government contract
- Can you expand globally
- Build your online presence
- Have a business plan
WHAT’S YOUR NORTH STAR

• Too many alpha’s and no beta’s
• No research (look before you leap)
• Insufficient funds
• Failure to adapt
• Family member, not business partner
• No consistent vision
• Failure to diversify products
• Poor experience

• Failure to provide great customer service
• Failure to market online
• Lack of leadership
• Lack of follower ship
• Not really in touch with customers through deep dialogue
• Lack of unique value propositions
• Inability to develop a good business model

Learning | Partnerships | Results | Discipline | Vision | Integrity | Innovation | Continuous Improvement | Customers
“People don’t buy what you do; they buy why you do it.”

- Simon Sinek
Deep within your brain lies the amygdala, the lizard brain. It sets out to sabotage anything that feels threatening, risky, or uncomfortable. Reticular Activating System (RAS) determines what you notice in the world. Your RAS tells you, and notices, what is important to you. When you resolve its importance, your brain will embrace it.
Stay positive, life gets better
Let it go
Don’t believe everything you think
Vision something better everyday
Take care of myself physically, mentally EQ
Daily learning and growth
Don’t let your feelings vote
Be relentless about continuous improvement
Learning agility is the KEY
To create a new paradigm, you have to break an old one
Feed your faith and starve your doubts
Add Value, stay relevant, stay positive!!!
Great Leaders Are Confident, Connected, Committed, and Courageous
Strategy is nothing without effective leadership