ROOTING CULTURE

The Cultural Element Of Your Proprietary G.O.L.D. Methodology

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YOUR HOSTS TODAY

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WHAT IS A 'CULTURE'?

Culture describes **the beliefs and resulting behaviors** found in a society or group, which develop over-time as a result of **shared experiences and traditions.**

WHY YOU NEED A POTENT CULTURE AND CANNOT LAUNCH A CERTIFICATION WITHOUT ONE

Enhances The Proprietary Strength Of Your Programs.

One underpinning of a proprietary method is a cultural element.

Enhances The Marketability Of Your Work.

Culture creates credibility and makes you memorable. Cultures catch on!

Enhances The Transformational Nature Of The Experience With Clients.

Culture makes your clients feel comfortable, safe, and at home. They know what to expect. They feel like they're a part of a community.

ELEMENTS OF A CULTURE

• **AUTHORITY:** Location, Government, Social Systems

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- AGREEMENTS: Norms, Social Practices, Routines, Customs, Traditions

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- ARTIFACTS: Language, Jargon, Slang, Communication Styles, Architecture, Design, Branding, Uniforms, Attire, Appearance, Food, Music, Art, Anthems, Flags, Cultural Icons

AUTHORITY

Location, Government, Social Systems

AUTHORITY

Authority dictates where the culture shows up and what group of people 'houses' the culture.

AUTHORITY	CHINESE CULTURE	
TYPE OF Authority	LOCATION	
	China	

AUTHORITY	CHINESE CULTURE	DEAF CULTURE	
TYPE OF Authority	LOCATION	GROUP OF PEOPLES	
	China	The Deaf & Hearing Impaired Community	

AUTHORITY	CHINESE CULTURE	DEAF CULTURE	REPUBLICAN CULTURE
TYPE OF Authority	LOCATION	GROUP OF PEOPLES	GOVERNMENT
	China	The Deaf & Hearing Impaired Community	The Republican Party

AUTHORITY	CHINESE CULTURE	DEAF CULTURE	REPUBLICAN CULTURE	AMERICAN POLICE Culture
TYPE OF Authority	LOCATION	GROUP OF PEOPLES	GOVERNMENT	SOCIAL SYSTEM
	China	The Deaf & Hearing Impaired Community	The Republican Party	American Corrections System

Who Do You Have Authority Over?

- Your Community
- Your Clients
- Your Team

AGREEMENTS

Norms, Social Practices, Routines, Customs, Traditions

AGREEMENTS

Agreements are the patterns of behavior that those within the culture "agree" are acceptable, expected, or required.

CLARIFYING TERMS

• NORMS: What is normal to us but maybe not to other people? "It's Normal To..."

AMERICAN CULTURAL AGREEMENTS

 NORMS: Work even when you're sick, Only take 2 weeks of Maternity Leave (or none at all), Use slurs, Stigmatize groups of people, Reject science, Offensive comedy,

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- **CUSTOMS:** What is *beginning* to become a tradition? *"It's Customary To..."*
- TRADITIONS: What has been done in a certain way historically for a long time and is expected to just continue to be done that way? "It's Tradition"

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- **CUSTOMS:** Men propose on one knee, Play National Anthem before events, Hand over heart, Swearing on Bible
- **TRADITIONS:** Celebrating 4th of July with Fireworks.

WHAT ARE THE NORMS, SOCIAL PRACTICES, ROUTINES, CUSTOMS, AND TRADITIONS OF YOUR ORGANIZATION?

ASSUMPTIONS

Polarized Truths, Mental Shortcuts, Predictions, Religious Constructs

ASSUMPTIONS

Assumptions are the beliefs that are just assumed to be true by those within the culture.

CLARIFYING TERMS

• **Polarized Truths:** Things you believe that are in direct contrast to what other people believe.

EXAMPLES (POLARIZED TRUTHS)

- Anti-Vaxers: "Vaccines are faux science."
- Chinese: "It is your duty to marry."
- Johns Hopkins: "Intelligence is directly related to your self-worth."
- Valerie & AGP: "Personal Brands are not sustainable."

CLARIFYING TERMS

- **Polarized Truths:** Things you believe that are in direct contrast to what other people believe.
- Mental Shortcuts: A "heuristic". Something you decide is true with very little information.

EXAMPLES (MENTAL SHORTCUTS)

- Anti-Vaxers: "Vaccines = Autism"
- Chinese: "Boys = Honor"
- Johns Hopkins: "Lacrosse kids = dumb jocks here on a scholarship."
- Valerie & AGP: "Automation = Low Quality"

CLARIFYING TERMS

- **Polarized Truths:** Things you believe that are in direct contrast to what other people believe.
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- **Predictions:** What you believe is going to happen, Cause-Effect relationships you buy into.

EXAMPLES (PREDICTIONS)

- Anti-Vaxers: "If vaccines are made mandatory, the government will try to control my body in other ways too."
- Chinese: "If I speak against the government, I will be punished for my disobedience."
- Johns Hopkins: "If I do well academically, I will do well professionally."
- Valerie & AGP: "If you build a personal brand, you will become a bottleneck and burnout."

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- **Predictions:** What you believe is going to happen, Cause-Effect relationships you buy into.
- **Religious Constructs:** Things you assume to be true based on religious faith.

EXAMPLES (RELIGIOUS CONSTRUCTS)

- Christians: "God exists."
- Hindus: "Gods AND Goddesses exist."
- Buddhists: "Enlightenment leads to Nirvana"

WHAT DO THE PEOPLE OF YOUR ORGANIZATION ASSUME TO BE TRUE?

ATTITUDES

Ethical Systems, Moral Guidelines, Values & Virtues (Process, Professional, Personal)

ATTITUDES

Attitudes describe the underlying Moral or Ethical systems and guidelines that drive behaviors and beliefs.

CLARIFYING TERMS

• **Ethical Systems:** The system or set of ethical principles that guide your thinking and beliefs.

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- Utilitarian: "The ends justify the means"
- Ethics Of Virtue: "These virtues are what we deem to strive for."
- **Religious Ethics:** "This is what my Faith tells me is right."
 - Moral Pluralism: "It depends."

EXAMPLES (ETHICAL SYSTEMS)

• China: Utilitarians

- Johns Hopkins: Ethics Of Virtue
- **AGP:** Moral Pluralist

CLARIFYING TERMS

- **Ethical Systems**: The system or set of ethical principles that guide your thinking and beliefs.
- **Moral Guidelines**: The guidelines or set of moral principles that guide your behaviors.

EXAMPLES (MORAL GUIDELINES)

• **China:** Moral Construction Of Citizens (Official Government Document)

• Johns Hopkins: Student Handbook

• AGP: Goldman-Petri Mission Statement

CLARIFYING TERMS

- **Ethical Systems**: The system or set of ethical principles that guide your thinking and beliefs.
- **Moral Guidelines**: The guidelines or set of moral principles that guide your behaviors.
- Values & Virtues: What is deemed good, moral, or commendable.

EXAMPLES (VALUES & VIRTUES) China: Fealty, Loyalty, Zen

• Johns Hopkins: Achievement, Academic Success, Hard Work

• **AGP:** Honesty, Conscious Communication, Personal Growth

WHAT ARE THE ETHICAL SYSTEMS, GUIDELINES, AND VALUES THAT ARE INFLUENCING YOUR ORGANIZATION'S THOUGHTS & BEHAVIORS?

Language, Jargon, Slang, Communication Styles, Architecture, Design, Branding, Uniforms, Attire, Appearance, Food, Music, Art, Anthems, Flags, Cultural Icons

Artifacts are the tangible or observable components of a culture that develop over time to embody and exemplify the underlying Assumptions.



• Language, Jargon, Slang

Language, Jargon, SlangCommunication Styles

- Language, Jargon, Slang
- Communication Styles
- Architecture, Design, Branding

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- Uniforms, Attire, Appearance

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- Food, Music, Art

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- Uniforms, Attire, Appearance
- Food, Music, Art
- Anthems, Flags, Cultural Icons

CHINA (ARTIFACTS)

- Language: Chinese
- Architecture: Feng Shui
- Appearance: Traditional Chinese Attire, White Face
- **Customs:** Chinese Wedding Ceremonies
- **Traditions**: Red Envelopes
- Food: Rice, Chopsticks, Round Table
- Art: Calligraphy
- Cultural Icons: Buddha

JOHNS HOPKINS (ARTIFACTS)

- Language: Hop Cop, Char Mar, The Beach
- Architecture: The Death Granite
- Appearance: Blue, White, Black
- **Customs:** Spring Fair
- Traditions: Lacrosse
- Cultural Icons: Blue Jay Mascot

WHAT ARE THE TANGIBLE ASSETS THAT DISPLAY THE CULTURE TO OTHERS OUTSIDE OF YOUR ORGANIZATION?

RECAP

CULTURAL ELEMENTS

- AUTHORITY: Location, Government, Social Systems
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NOW HOW DO YOU "ROOT" THE CULTURE?

• **BUILD:** Define Your Cultural Elements

DEFINING YOUR CULTURAL ELEMENTS

This one is straight-forward....

Just outline what your Authority, Agreements, Assumptions, Attitudes, and Artifacts are OR what you want them to grow to become.

- **BUILD:** Define Your Cultural Elements
- ACTIVATE: A Need, Physical Or Psychological

WHY DO THEY "NEED" YOUR CULTURE?

- Validation?
- Social/Emotional Connection?
- Power?

... Cement and Reinforce the need in your messaging.

- **BUILD:** Define Your Cultural Elements
- ACTIVATE: A Need, Physical Or Psychological
- **SWAY:** Thought With Education & Indoctrination

EDUCATION & INDOCTRINATION

- Identity Shifts In Trainings
- Polarized Marketing Messages
- Predictive Marketing Messages
- Potent And Consistent Brand Language, Voice, Tone, And Editorial Styling
- Values-Infused Brand Theme Songs, Mottos, Taglines, And Manifestos

- **BUILD:** Define Your Cultural Elements
- ACTIVATE: A Need, Physical Or Psychological
- **SWAY:** Thought With Education & Indoctrination
- **EMBED:** History & Set Precedence

SETTING PRECEDENCE

This one is also straight-forward...

Just Start Traditions Now, And COMMIT To Up-keeping Them!

- **BUILD:** Define Your Cultural Elements
- ACTIVATE: A Need, Physical Or Psychological
- **SWAY:** Thought With Education & Indoctrination
- **EMBED**: History & Set Precedence
- **SOCIALIZE:** With Other Cultures

SOCIALIZING WITH OTHER CULTURES

- Interviewing Others
- Being Interviewed By Others
- Sponsoring Events
- Speaking At Conferences
- JV Programs

IT ALL STARTS WITH <u>DEFINING</u> YOUR CULTURAL ELEMENTS, SO LET'S FOCUS ON THAT.

HOMEWORK Start Outlining Your Cultural Elements

UP NEXT...

Putting It All Together