



## ECP PLANET FITNESS BOARD MEMBER

OMAR SIMMONS WITH HOST DON YAEGER

### *Don's favorite quotes from the episode:*

- No one creates value by themselves.
- Instead of talking about culture in an amorphous way, what are the two or three principles where you say, no matter what, we ain't changing this? And what are ones that are in service of the organization for a season, but you have to hold them lightly, because they may not be in service of the company forever?
- I think some of culture is organic, and when you're growing that fast, it's very organic. So when you're growing, by definition, you're going to shed and change some of the things that got you to this point. Sometimes the people change, sometimes their roles change. Sometimes new people are added, and so by definition, a culture is dynamic and it's changing. And rather than fight that, in my experience, you have to embrace that.

**Reflection Questions:** What core values define your company's culture that will stay the same no matter what season your company is in? What aspects of your company's culture might need to change as you grow? Consider asking the employees you talk to on a weekly basis.

How can you apply the lesson that "you run faster in a relay" to promote collaboration this week?

THE ART OF

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