

Culture is more than a Buzz Word



Culture is:

The values, attitudes, standards, & beliefs acceptable in a team's environment

The **COMMON** language of your team

THE WALL STREET JOURNAL



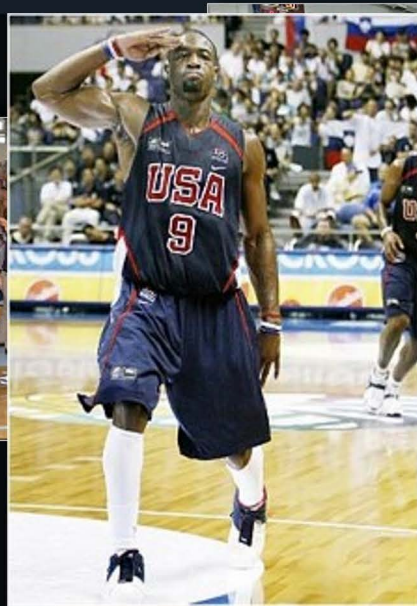
WH
* * *
Business and Finance
...TAIN PLEADED with EU of
...K. beef, but the
...mission is expected
...er Major move

LEE challenged China to
...nt Lee squashed speculation that
...fer a major olive branch to Bei-
...t months of Chinese military
...the island. Lee, confident
...electoral victory Saturday,
...U.N. Chinese leaders—in-
...ng Zemin—have insist-
...such ambitions before
...Separately, Taiwan
...l begin



Prior to the FIBA World Championships in Japan

Coach K created a
“Feel-It Moment”
for Team USA



Prior to the London Olympics





General Martin Dempsey walked the team through Arlington National Cemetery

Here are 3 Ways
your team can Create
impactful
Feel-It Moments

3 WAYS to Create “Feel-It Moments”

1. PRODUCT IMPACT

What happens to those we
serve if we fail?

How much better off are they
if we succeed?

3 WAYS to Create “Feel-It Moments”

1. PRODUCT IMPACT

Focus on the Direct Impact as well as the Downstream Beneficiaries



3 WAYS to Create “Feel-It Moments”

2. COMMUNITY IMPACT

In addition to financial donations, how can we impact our community?



3 WAYS to Create **“Feel-It Moments”**

3. TEAMMATE IMPACT

**What can we do that is impactful
for one of our teammates?**

**Is there something we can do to
help them in their struggle?**