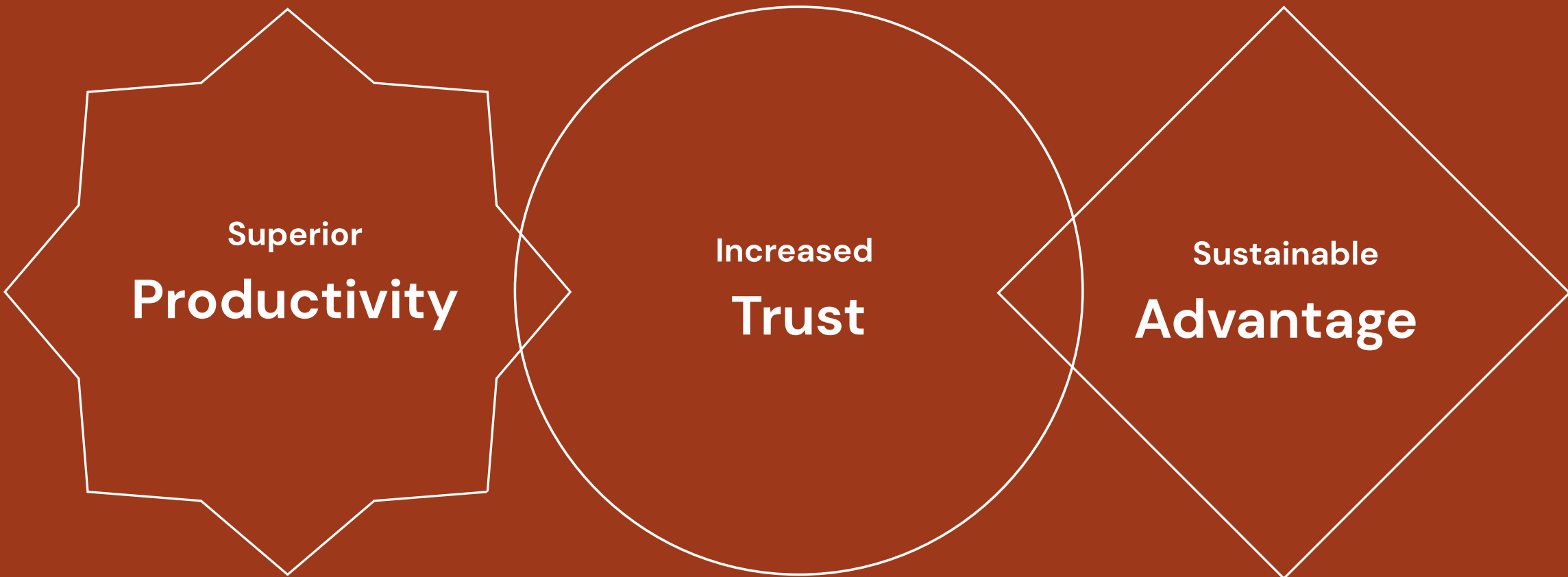




MINDSET & CULTURE

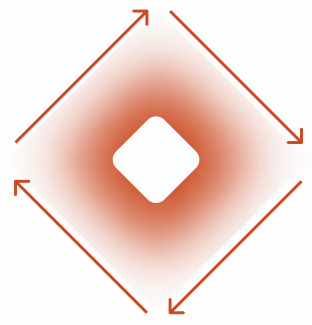
Concepts Map

Impact



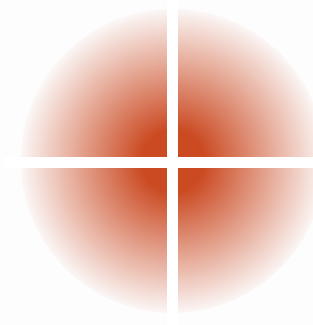
Pillar I: Effectively evaluate and elevate mindset and culture

Sustainable growth requires being great in four pillars.
Below are the vital concepts for Pillar I: Mindset & Culture.



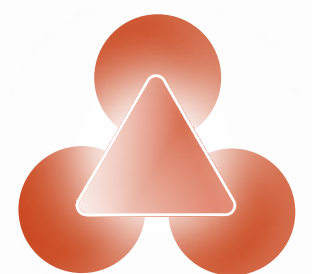
Mindset Cycle

Mindset is the foundation to effectiveness. It influences engagement level, which influences action quality. Action quality is a leading predictor of success. Improving results begins with evaluating and elevating mindset. The Mindset Cycle shows how this is done.



4 Universal Desires

People seek to do what matters most to them and they signal to others what they care about most by what they do. Four incentives are at the core of what matters most: the desire to contribute, the desire to learn, the desire to earn, and the desire to belong. Understanding and tapping these desires catalyzes motivation.

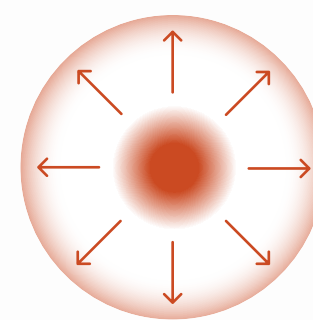


3Cs of Purpose

Purpose is the WHY to behavior. Authentic and actionable purpose derives from three possible dimensions:

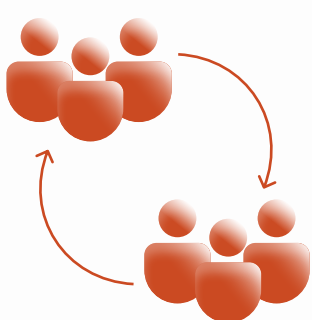
competence (“the function we serve”);
culture (“the intent with which we run our team”);
cause (“the social good to which we aspire”).

Getting purpose right is vital for generating stakeholder buy-in. If enacted poorly or manipulatively, it produces the opposite effect. The ultimate test of purpose is whether it improves how a team actually operates.



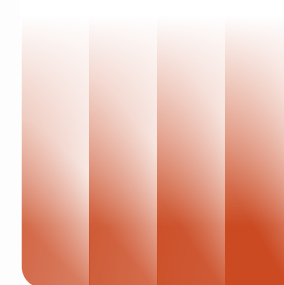
Complete Capacity

World-class teams begin with people and match them to needs, not the other way around. They are clear about their direction and understand the interests and capabilities of their people. They maximize available talent by putting their people in the right situation to deliver excellence and continuously seek the best talent available.



Free AND Clear Process

The ease and quality with which people can get things done in teams relies on clear, rational, and adaptive communication and systems. Political forces, unnecessary bureaucracy, and appeals to authority over merit impede efficiency, stifle creativity, and disincentivize performance. Free AND Clear process improves psychological safety and intellectual candor – resulting in improved trust, engagement, and accountability.



Adaptive Culture Blueprint

Culture is the central nervous system that facilitates or inhibits the speed and effectiveness of how well information travels within a team. It is the transmission mechanism between thought to action and back again. The best cultures are firm in their core ethic and adaptive to the strategic change that their context requires to reinforce, reimagine, or reinvent their advantage.

The Difference is in the Research

Concepts that stand the test of time are grounded in rigorous research. Dr. Tom Hunsaker's research into sustainable growth practices sets the standard.

GEOGRAPHY

5

5 continents



DURATION

10

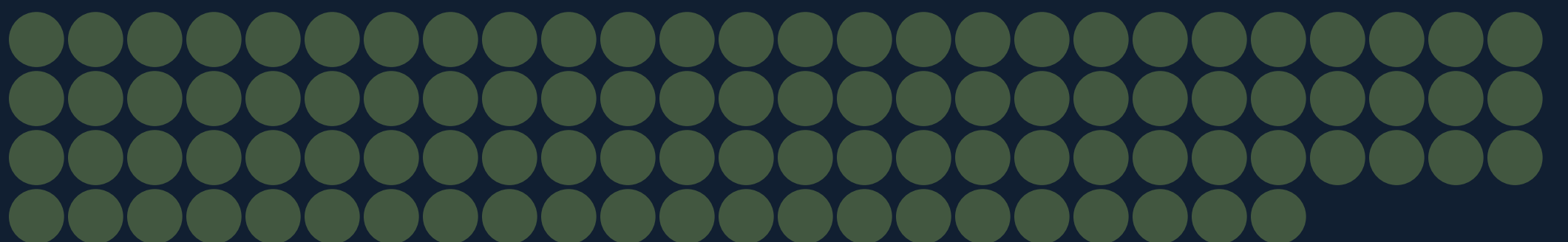
Over 10 years (and counting)



PERIOD

100

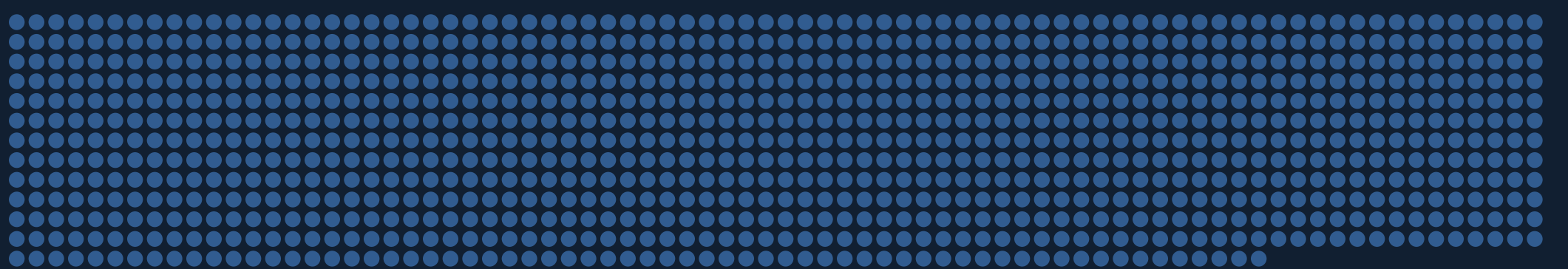
Over 100 years of practice



BREADTH

1,000

1,000s of enterprises



DEPTH

10,000

10,000s of managers



Impact

Dozens of dedicated features and cases in Harvard Business Review and MIT Sloan Management Review and multiple bestselling books.

**Harvard
Business
Review**

MIT Sloan
Management Review

Standard-setting practices in the four sustainable growth pillars:

**Mindset &
Culture**

**Strategy &
Change**

**Innovation &
Analytics**

**Execution &
Agility**