

Are You All In?

Culture is Everything!



1

MEET THE AUTHORS: ADRIAN GOSTICK & CHESTER ELTON



The New York Times

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Can you name
this **tune**?



13

Can you name
this **tune**?



14

Can you name
this **tune**?



15

Can you name
this **tune**?



16

Can you name
this **tune**?



17

All In Culture Defined

Noun: “ 1. a small work group, large division, or entire organization where people **BELIEVE** what they do **MATTERS**, and they can make a **DIFFERENCE**”

18



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The Research

- Largest survey ever conducted on the elements of great work cultures

The book cover for 'All In' features the title in large red letters. Above the title, it says 'How the Best Managers Create a Culture of Belief and Drive Big Results'. Below the title, it lists the authors 'Adrian Gostick and Chester Elton' and mentions they are authors of 'The Carrot Principle' and 'The Orange Revolution'. A gold seal on the cover indicates 'With Insights from a 100,000+ person study'.

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How
LARGE
was the
study?

21

Was it...

2-year study of
300,000 people?

22

The Key...

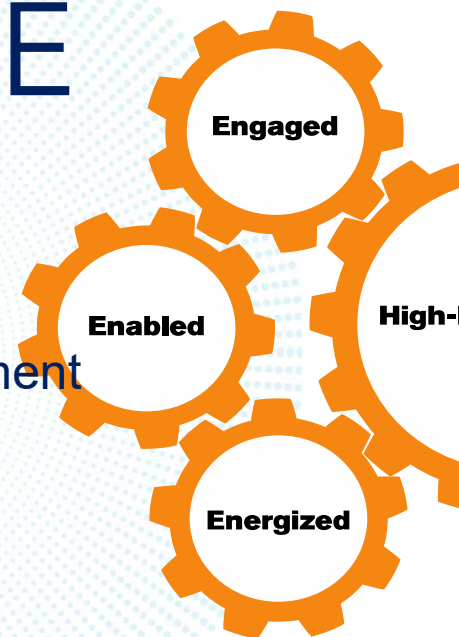
Cultures that create high-performance results during downturns have people who are

engaged
enabled
energized

23

E + E + E

- **Engaged** – Strong attachment to company and willing to give extra effort
- **Enabled** – Work in an environment that supports productivity
- **Energized** – Greater sense of well-being and drive



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What does it mean
to
be **ENGAGED**
at work?

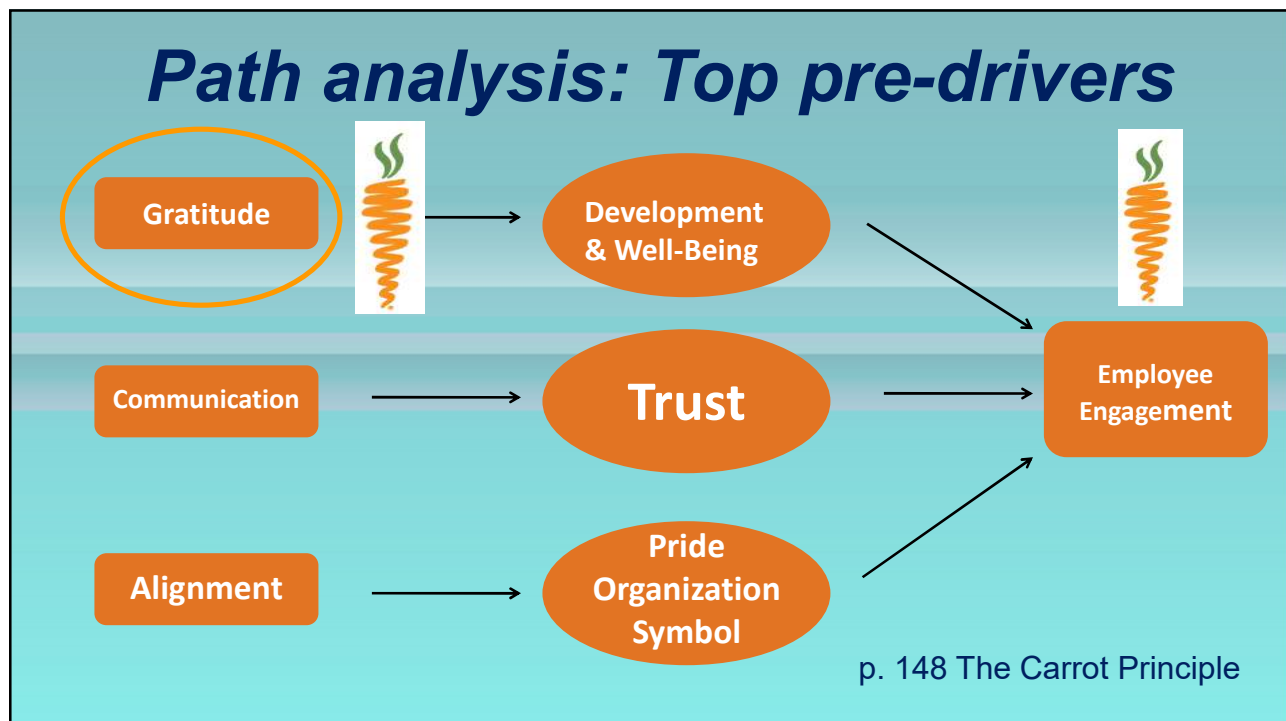
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An environment where
people  **LOVE**
coming to work ...
not going home

26

Leaving Work

27



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What does it mean to be **Enabled** at work?

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What does it mean to be **ENERGIZED** at work?

33

WESTJET



34

Are these people energized?



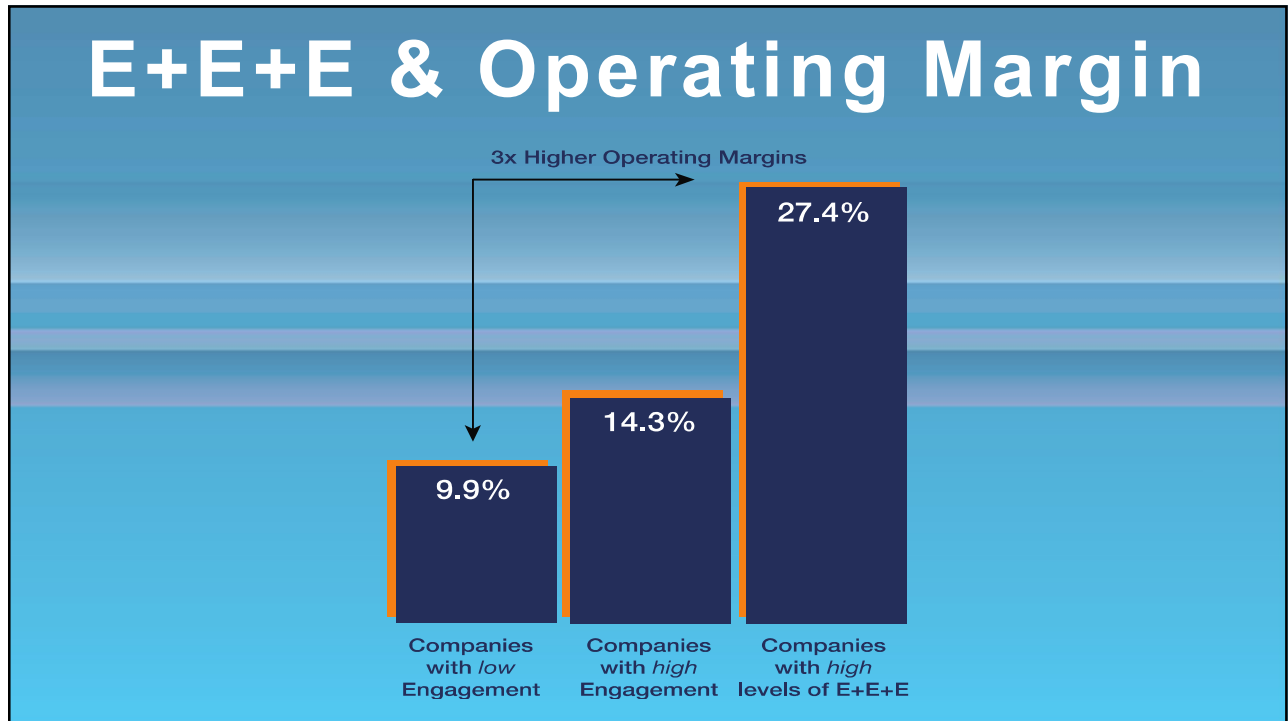
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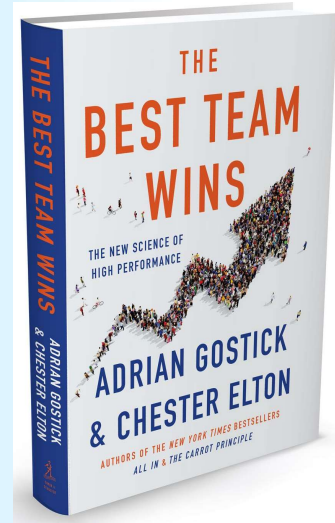


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38

The Best Team Wins



39

Great Teams are safe!



40

Who is Chris Hadfield?

- A. Biology teacher
- B. Fireman**
- C. After-school driving instructor
- D. Astronaut**



41



42



43



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45



46

He knew their
Stories.

47

The team's
unwritten rule

48

One **RANDOM** act of kindness, every day


49

It's the little
Moments that
differentiate the
Best Teams

50

Creating Psychological Safety

51



Google

Study of 180 Google teams March 2016

- 1 Psychological Safety**
Team members feel safe to take risks and be vulnerable in front of each other.
- 2 Dependability**
Team members get things done on time and meet Google's high bar for excellence.
- 3 Structure & Clarity**
Team members have clear roles, plans, and goals.
- 4 Meaning**
Work is personally important to team members.
- 5 Impact**
Team members think their work matters and creates change.

re:Work

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Assume Positive Intent

53



54

“Whatever anybody says or does, assume positive intent. Your whole approach to a person or problem becomes very different. When leaders assume negative intent, they can quickly become angry or annoyed by those who bring them problems.”

Gostick & Elton

55

The logo for WD-40, featuring the text "WD-40" in a bold, blue, sans-serif font. The text is set against a yellow background that is shaped like a shield with a curved bottom edge. A small registered trademark symbol (®) is located to the right of the "0".

WD-40[®]

**What does
WD-40
Stand for?**

56



**Water
Displacement
40th formula.**

57



**We don't make
mistakes... we
have learning
moments.**

58



“Let’s not waste a good crisis. Everywhere our people go they’ll hear about the horror; when they come to work with us, they are going to hear about **hope.**”

Garry Ridge
CEO WD-40 Company

59

 A portrait of Garry Ridge, CEO of WD-40, smiling. He is wearing a dark suit jacket over a light blue shirt. The background is a blurred green and yellow bokeh.

WD-40 Through the Crisis

- Rule: No lying, no faking, no hiding conversations
- Communicate EVERY day
- Focus on people development
 - Gratitude tied to
 - core values

Garry Ridge, CEO

60

WD-40 by 2021



Record earnings

99 percent employee engagement

300 percent increase in market cap.

61

WD-40 by 2021



1997 market cap of \$250 million

From a US based company to Global

2021 market cap of \$3.5 Billion!

62

WD-40®



“We exist to create positive lasting memories in everything we do. We solve problems. We make things work smoothly. We create opportunities.”

63

The Sun | MONEY | HEALTH | DEAR DEIDRE | TECH | TRAVEL | MOTORS

News > UK News

OIL BETTER NOW I was quoted £50,000 to fix the local church clock – but all it took was a £3 can of WD-40

WD-40®

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EMOTIONAL SAFETY

noun 1. state in which people can do their best work in a team where everyone feels included, confident and their voices are heard

65

The Thunderbirds represent which branch of the US military:

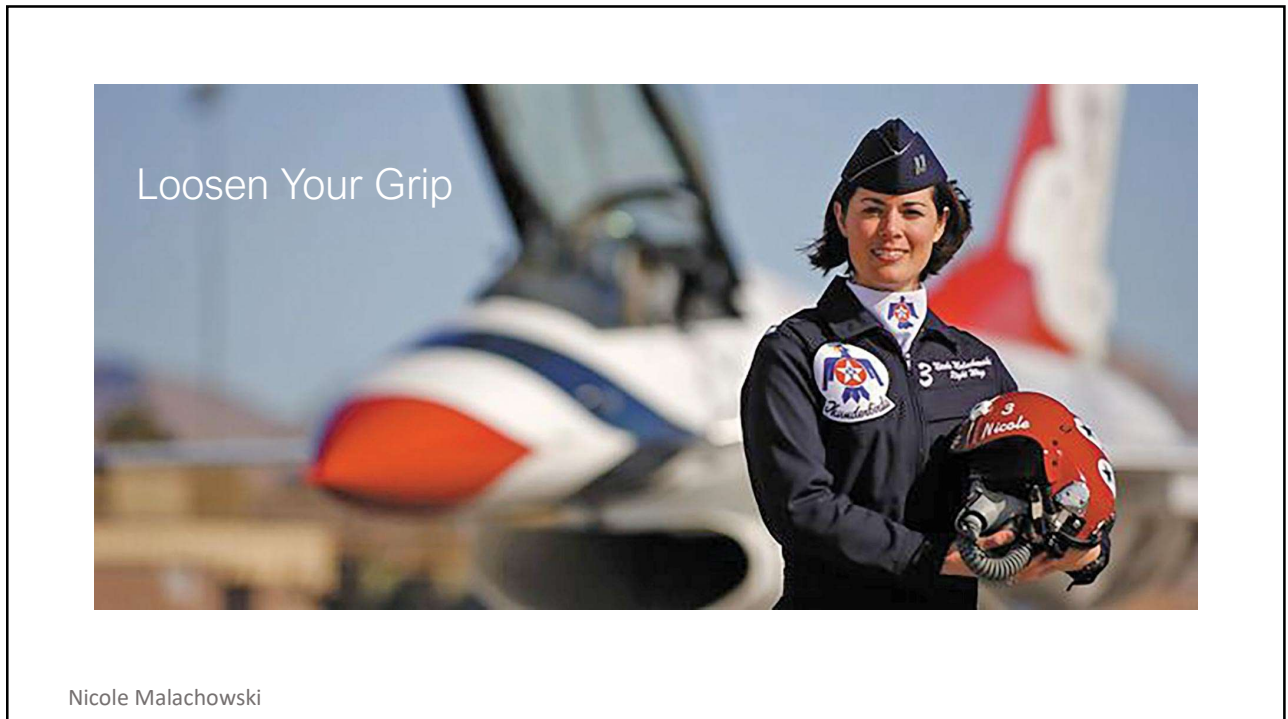
- A. Navy
- B. Air Force
- C. Marines
- D. Space Force



66

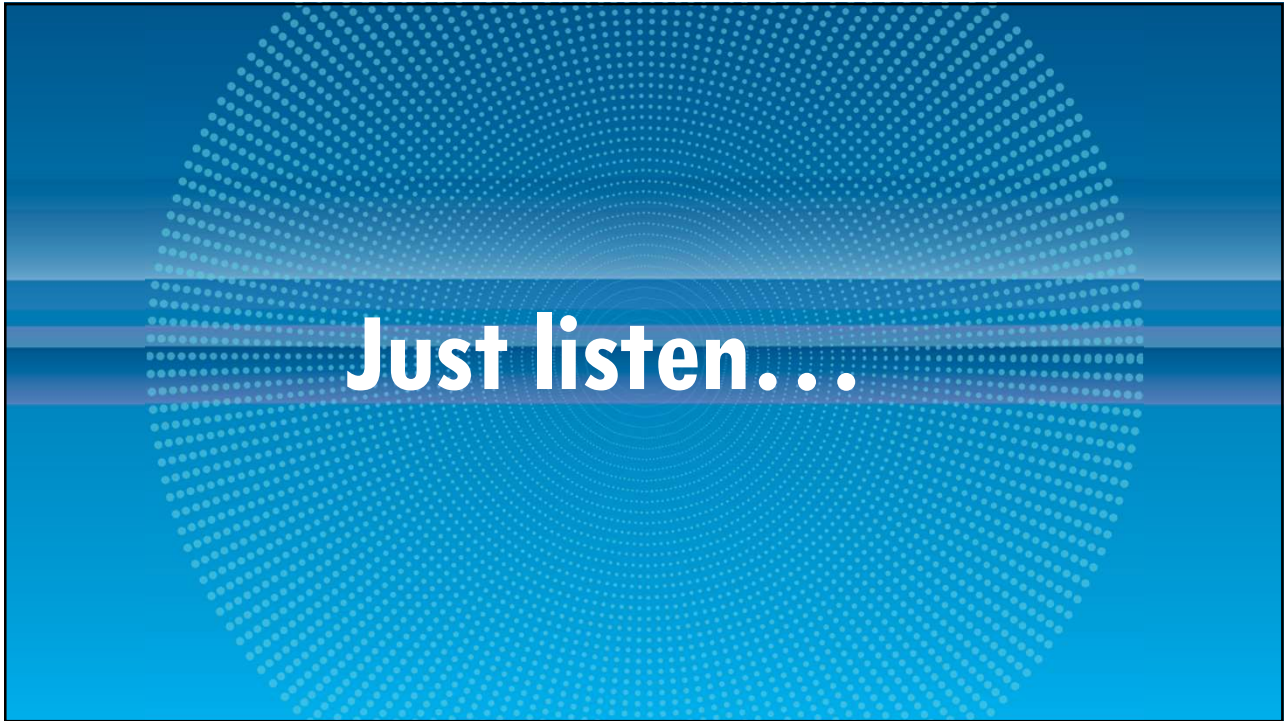


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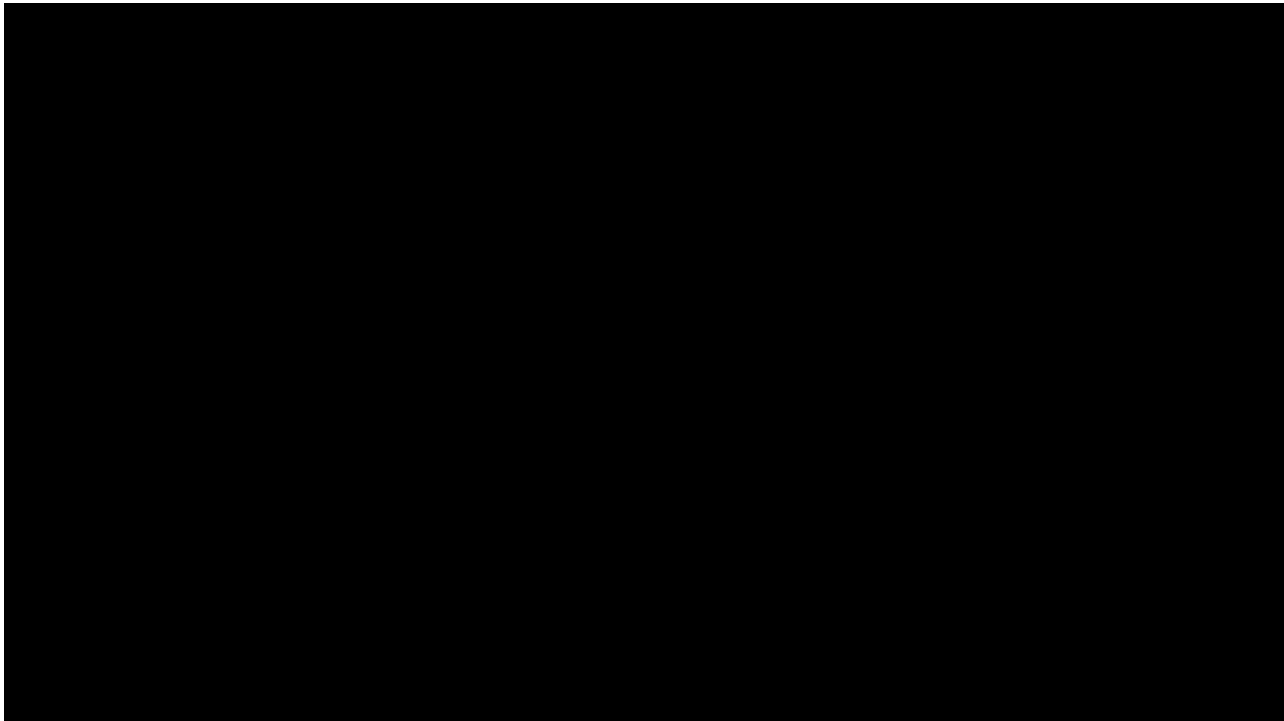


Nicole Malachowski

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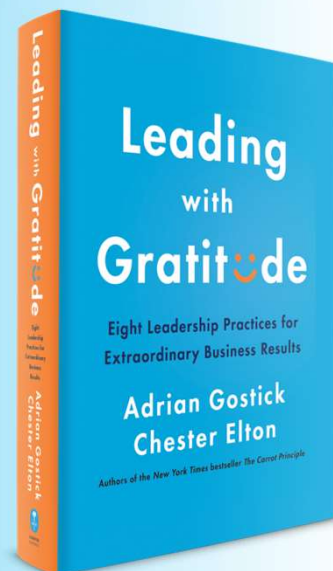
Gallup Study: Stress is Not a Motivator



- Employees who report being burned out are **63%** more likely to take sick leave and **2.6x** as likely to quit.
- Employees who have a manager who's willing to listen to work related problems are **62%** less likely to burn out.

71

Leading with Gratitude



72

The Soft Stuff is
the Hard Stuff.

73

This is the stuff
our *mums*
taught us.
Right?



74



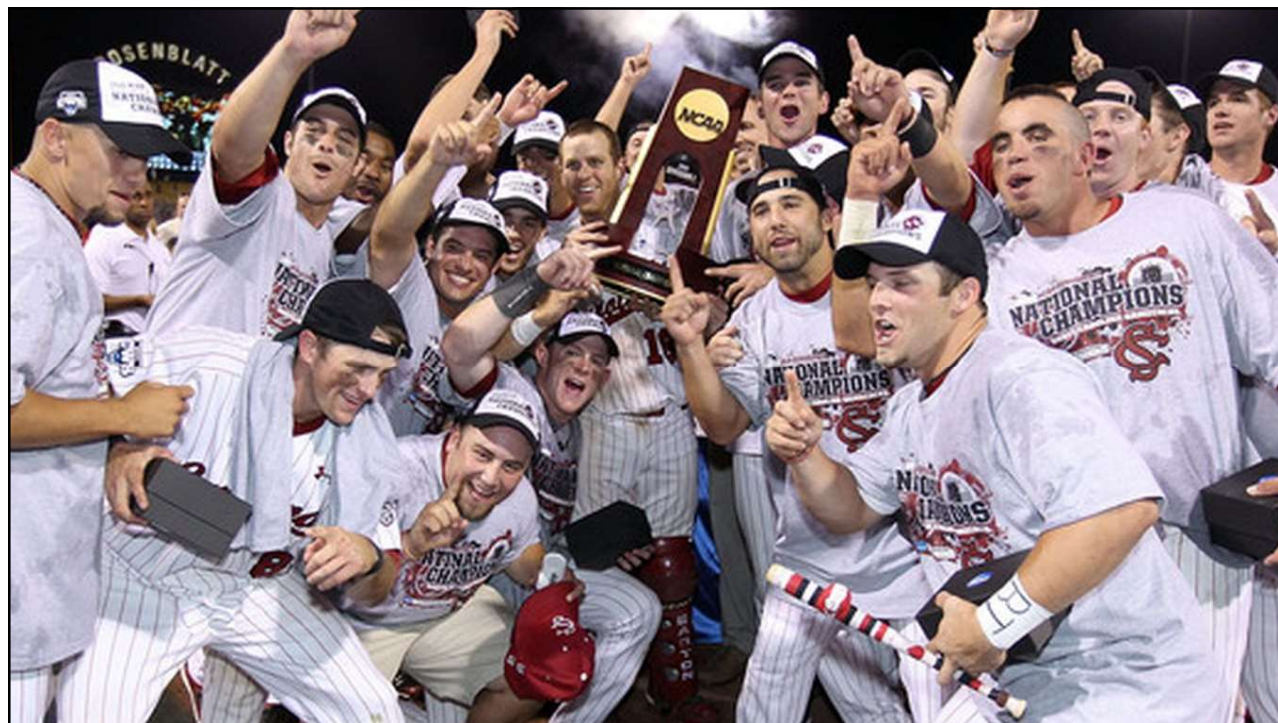
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81

Meet Carlos Aguilera

General Manager,
DFW Airport

A great coach!

82

Look for those who live
the values



83

*What ratio of positive to negative is
the ideal in the workplace?*

- A. 1 to 1?
- B. 2 to 1?
- C. 3 to 1?

D. 5 to 1?

84

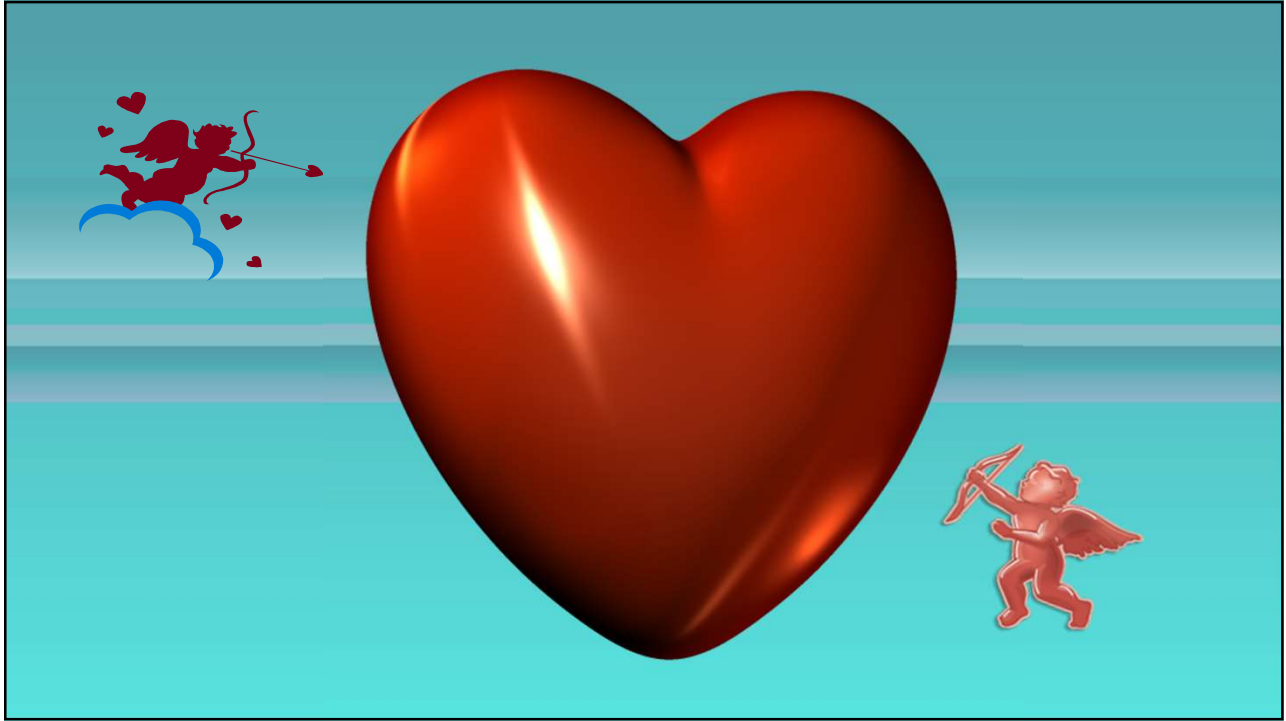
What ratio of positive to negative is the ideal in the workplace?

D. 5 to 1!!!

85

often!

86



87

specific!

88

***General praise has
NO Impact!***



89

sincere!

90

Appreciate the Family

91



92



93

An idea a week

- Letter to the family
- A random text of gratitude
- Remember special days
- Go to lunch
- Parking space for a week
- ***Handwritten note***
- Cup of coffee
- Half day off to spend w/ kids
- Scrapbook of memories
- Tickets to movie, play, game
- Recognition box
- Friday inspirational movie
- A Rolex watch!
- A pat on the back

94

A pat on the **back!**



Not a **slap** to the Head!

95

*If you want to
make your day a
little better...go
appreciate
someone.*

96

**Do all the good you can,
By all the means you can,
In all the ways you can,
In all the places you can,
At all the times you can,
To all the people you can,
As long as you ever can.**

-John Wesley

97

TAKE IT HOME



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Those Most Engaged at Work

150% more likely to have happier life overall

University of California,
Professor Sonya Lyubomirsky

100

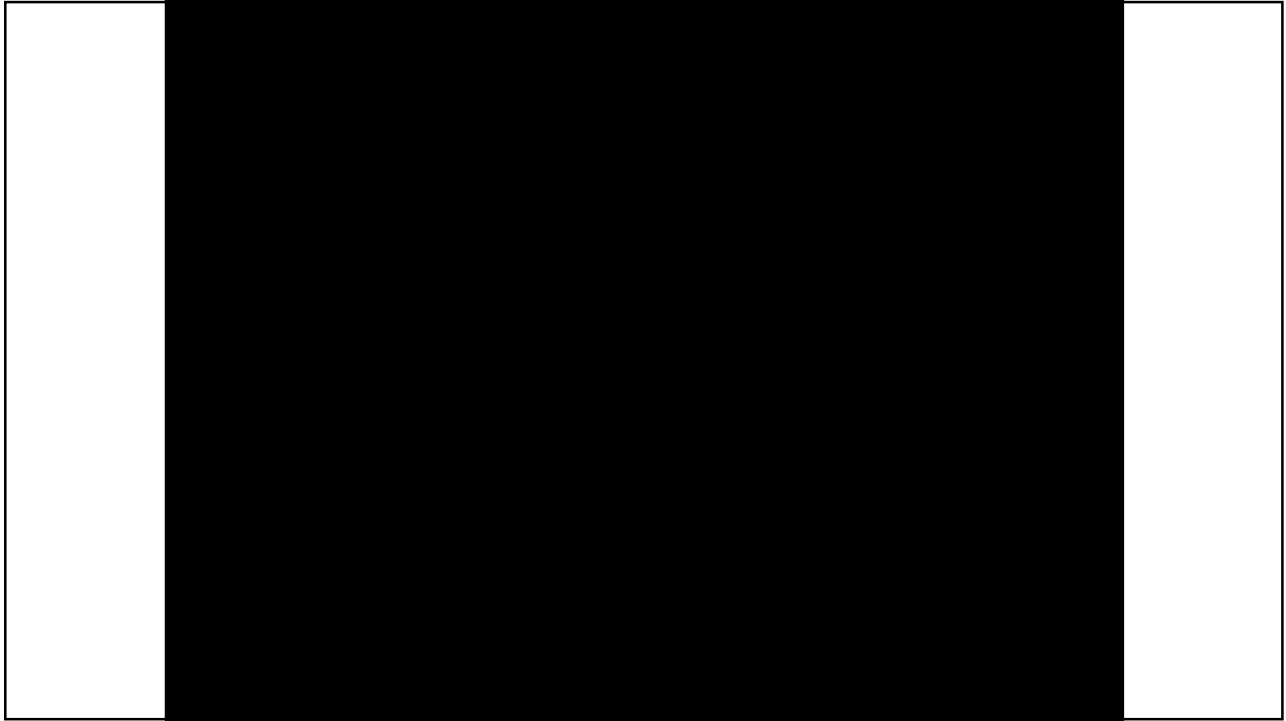


101

On The TEAM

Everyone matters...

102



103



104

*Are You
All In?*
Amen!

105

***THANK
YOU!***



The logo for the South Carolina Trucking Association features a stylized palmetto tree and a crescent moon on a blue background, positioned above three white truck cabs with blue seats. Below the trucks, the text "SOUTH CAROLINA TRUCKING ASSOCIATION" is written in a blue, sans-serif font.

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