

Perspectives on Company DNA

Change from the Inside Out

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Introduction

- ✦ Social Change can start at a small level even at a company, that starts with care for your employees
- ✦ Build a Culture that respects, protects and inspires your people
- ✦ Core Values and Purpose help define Culture
- ✦ Your personal values represent the DNA from which your company from where your Core Values are formed

Employees Come First

“The Customer is King!”

–Some Sales Guy

Not exactly!

~~“The Customer is King!”~~

-Some Sales Guy

“Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.”

– Richard Branson, CEO Virgin

“Customers will never love a company until the employees love it first.”

–Simon Sinek Author, Start with Why

Build a Culture that Respects, Protects
and Inspires

Culture is Destiny

“Your personal core values define who you are, and a company's core values ultimately define the company's character and brand. For individuals, character is destiny. For organizations, culture is destiny.”

-Tony Hsieh, CEO Zappos (Amazon)

Forming Culture

- ✦ You will a culture whether you know it or not, might as well make it good!
- ✦ Make it a priority in the beginning. Later on it may be too late
- ✦ It is learned not imposed

Core Values: What are your guiding principles?

- ✦ Core values are your fundamental beliefs or guiding principles
- ✦ Example Core Values could be:
 - ✦ taking care of our employees
 - ✦ making solid, dependable product
 - ✦ a commitment to solving our customer's problems

Purpose: Why you do ultimately do the things you do?

- ✦ The company Purpose is meant to inspire with a higher meaning
- ✦ For example, our purpose was:
 - ✦ Make the lives our employees better and to improve the world through the software that enabled our customers to get things done more easily and efficiently

Xinet Example: Scott Seebass

- ✦ Culture that put employees first
- ✦ Trust created ownership and accountability
- ✦ Lead by example
- ✦ Care for customers a priority

Additional Benefits

- ✦ Finding employees became easier, because happy employees are the best recruiters
- ✦ Customers came looking for us, whenever a customer switched jobs he would have the new company buy our product too

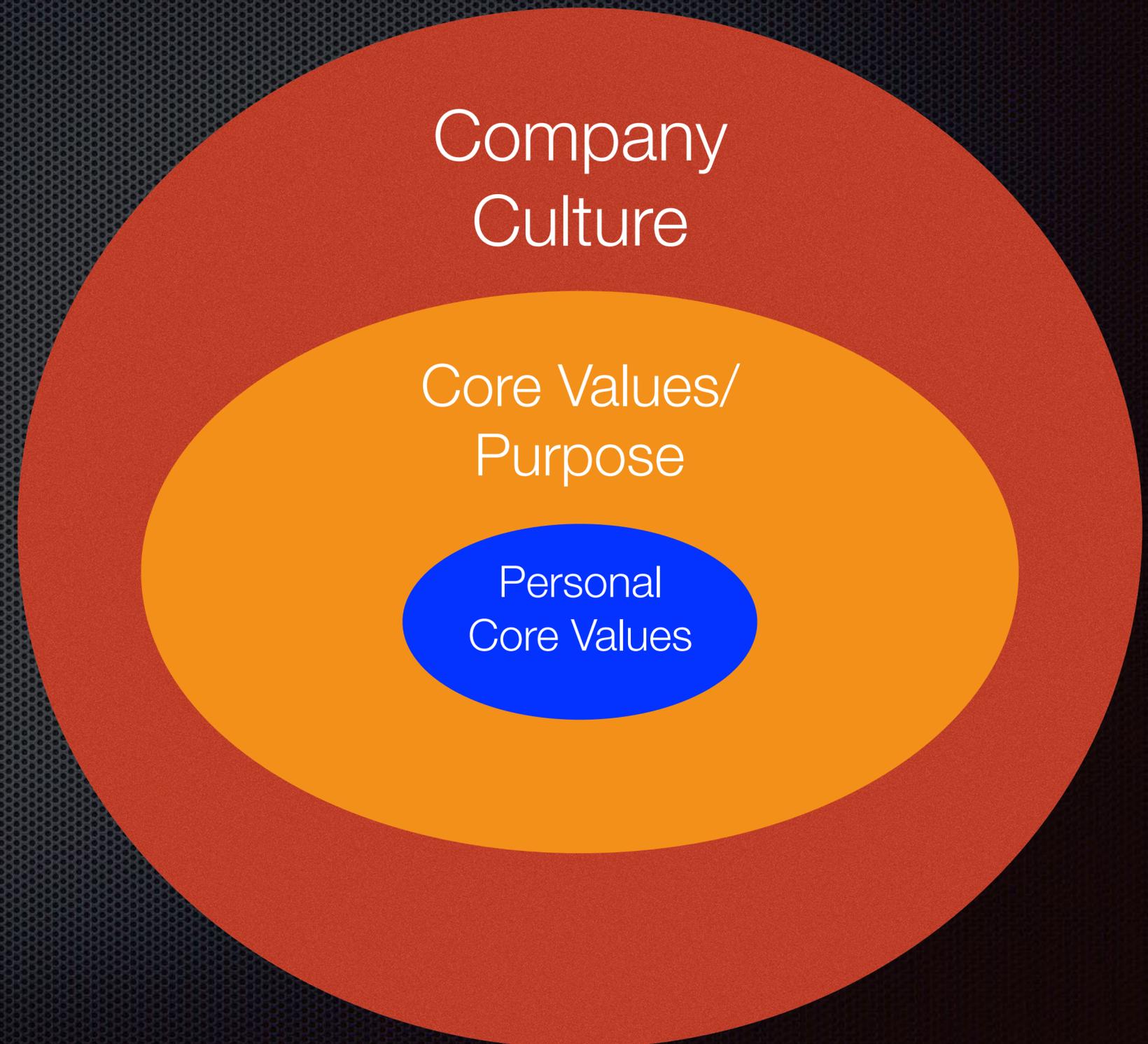
Downsides...

- ✦ No horror stories to share with friends about work! 😏
- ✦ Nothing lasts forever...

The Source of Culture & Values

Your Personal Values are the DNA

- Your Personal Values represent the source from which your Core Values are formed
- A company's Core Values and Purpose defines your Culture



A Higher Purpose

- ✦ For Christians our values and beliefs are a direct reflection of our relationship with Christ
- ✦ Bring your faith to work! Please!
- ✦ As Christians we have a unique opportunity to build inspirational companies

Africa Code Academy

ACA Core Values and Mission Statement:

- ✦ We believe in the basic obligation of humanity to help the less fortunate. Beyond simply giving a handout we believe in ‘giving a hand’ to raise up future leaders and contributors to society and humanity as a whole and that they do so with compassion and integrity.
- ✦ As technologists and we believe in sharing our knowledge and skills in software to raise up those in Africa to help themselves in the area of software development.
- ✦ We also believe in a self-sustaining and local model where we are able to raise up the next generation of instructors and leaders from the community and from within among those we’ve trained.

Summary

- ✦ Your personal values are the DNA from which all the Values, Purpose and Culture are formed.
- ✦ Culture shapes the company and how your employees are treated
- ✦ Care for your Employees and they will care for your customers
- ✦ Change the World!

“If you wanna make the world a better place
Take a look at yourself, and then make a change
Na na na, na na na, na na, na nah”

-Michael Jackson

“If you wanna make your company a better place
Draw close to God and He will make a change.
Na na na, na na na, na na, na nah”

-Anonymous

Thank you!