

# Values - Culture - Tribes

**Don't mark my paper –  
help me get an A.**



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# Communication is the answer!!



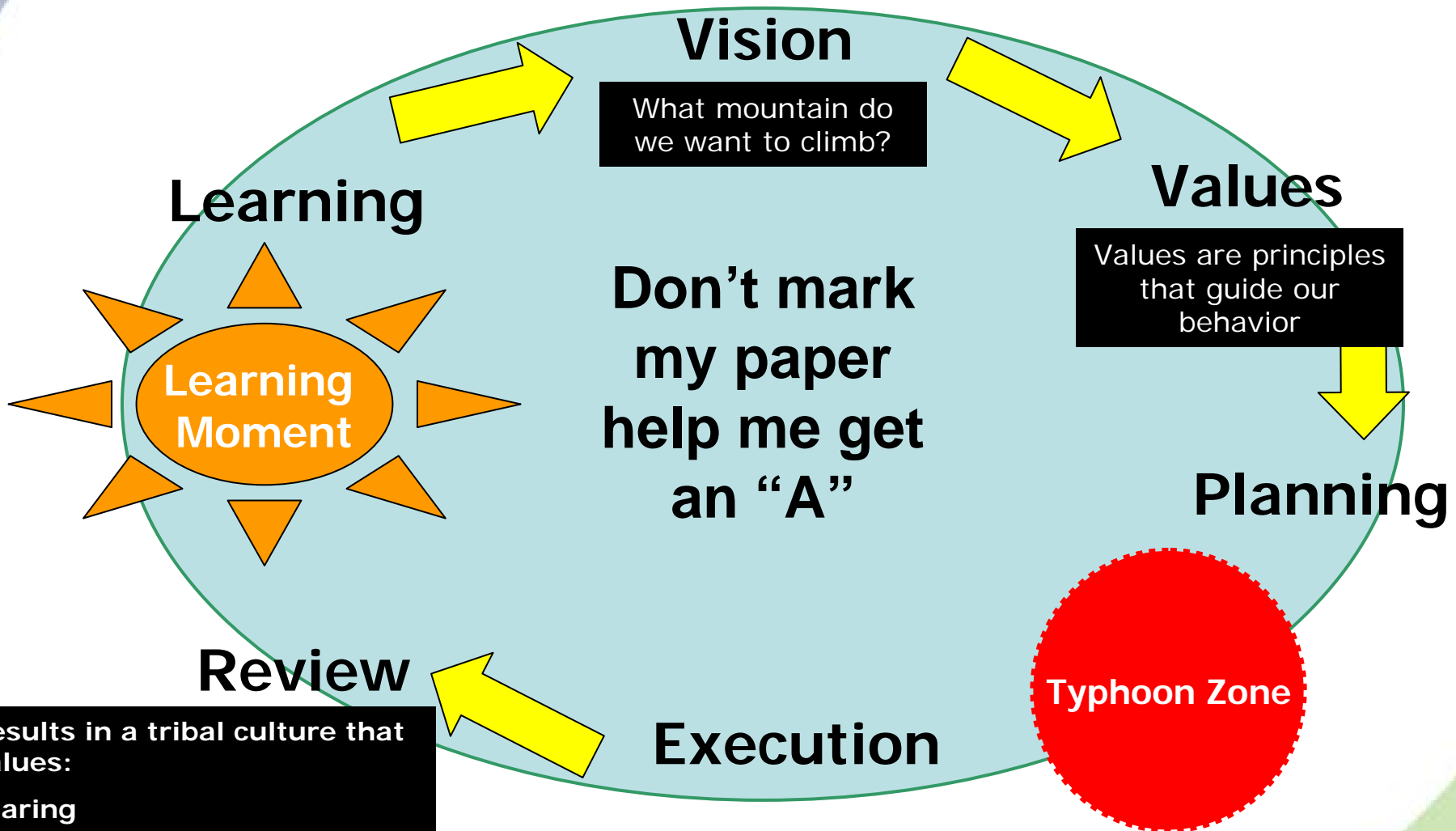
- ✓ The void created by the failure to communicate is soon filled with poison, drivel and misrepresentation.

✓ C. Northcote Parkinson



# People- Products -Passion

## Servant leadership with edge



Results in a tribal culture that values:

- Caring
- Candor
- Accountability
- Responsibility

**“Values are principles that guide our behaviors.”**

“In other words, a “value” is an underlying reason for how we choose to act, and for how we make decisions. A “value” is the “why” behind the “how to”.



# Values

- **We value doing the right thing.**
- **We value creating positive lasting memories in all of our relationships.**
- **We value making it better than it is today.**
- **We value succeeding as a team while excelling as individuals.**
- **We value owning it and passionately acting on it.**
- **We value sustaining the WD-40 economy.**



# “Meaningful work” is work that:

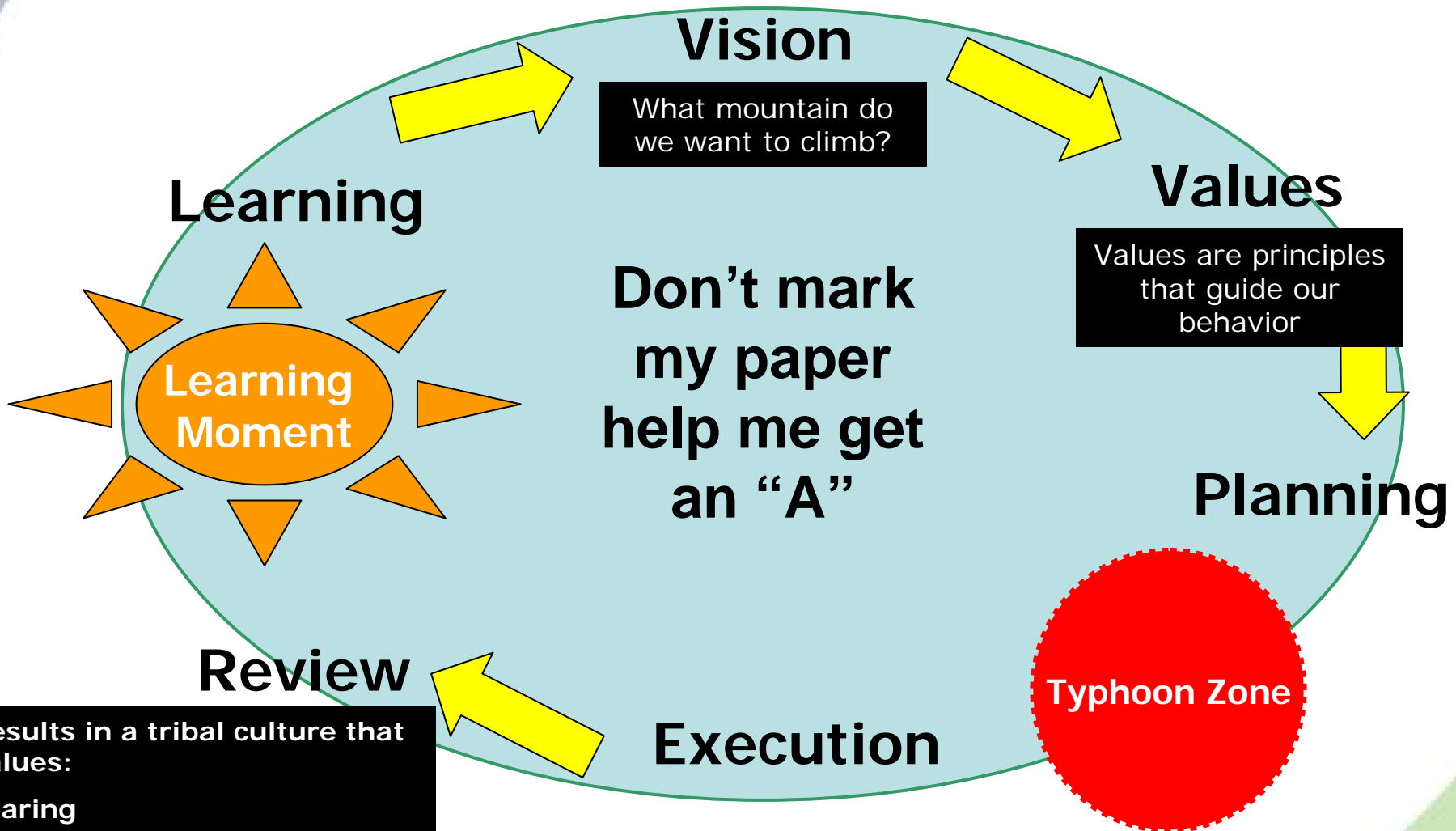
- Is conducted in a manner that is “good and proper” in all aspects
- Positively affects our Tribe and our communities, giving our work an impact that extends beyond ourselves
- Provides learning and growth, offers challenges, requires creativity, pushes us to surpass limits, and creates exciting results
- Provides recognition and rewards for our achievements
- Allows us to succeed as a team, while excelling as individuals
- Allows us to enjoy the ride, bringing humor and fun into our work

**Meaningful work fuels passion.**



# People- Products -Passion

## Servant leadership with edge



Nearly ALL conflict comes from  
differences in 'Expectations'

Steven Covey



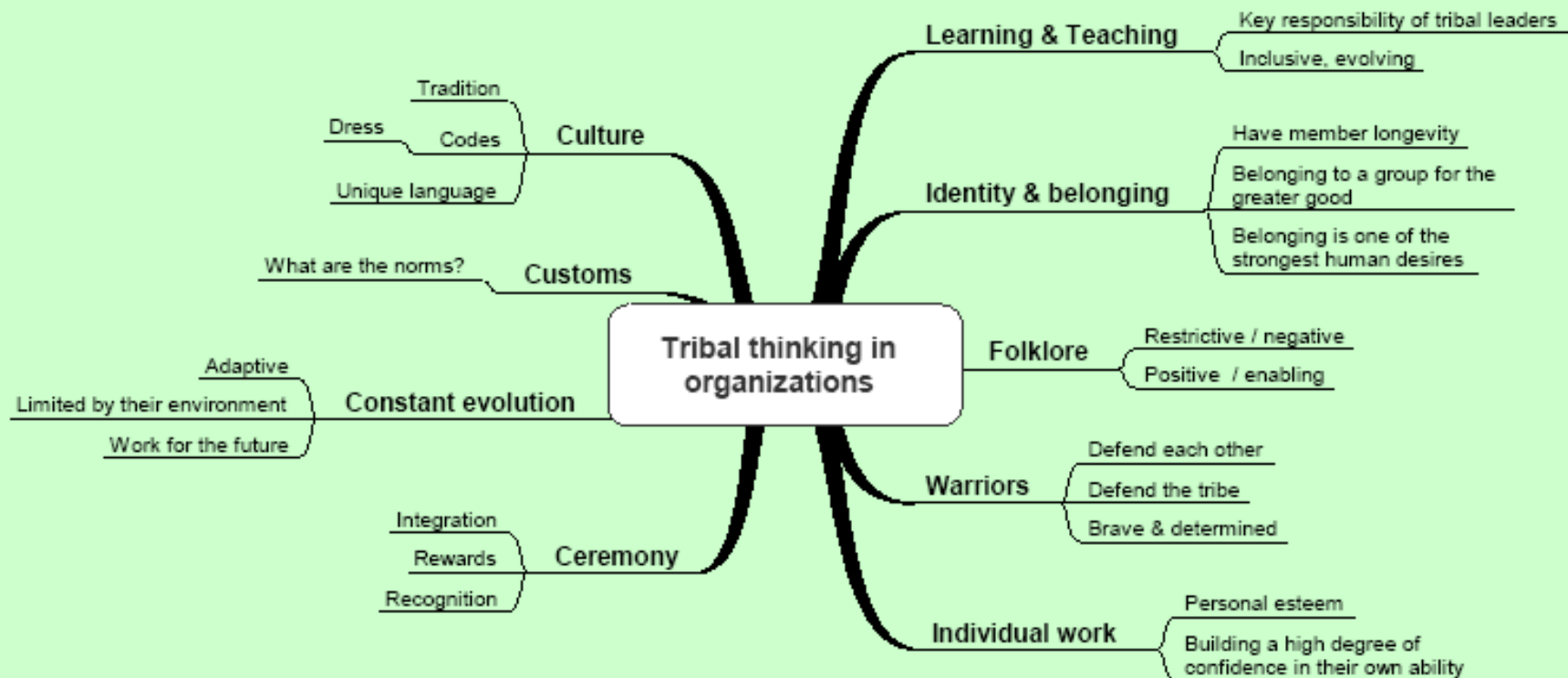
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# Don't mark my paper Help me get an "A"

- **Alignment**
  - Clear mutual understanding of expectations
- **Care**
  - Behavior that demonstrate you care about the development of the tribe member, professionally & personally.
- **Candor**
  - Ability to deliver impactful feedback
- **Accountability**
  - Taking time to review progress and add value to the tribe members mission to get an A
- **Responsibility**
  - Holding yourself and the tribe member responsible



# Organizational Tribal Leadership



# Organizational Tribal Leadership

Identity & belonging

Learning & teaching

Customs

Culture

Ceremony

Folklore

Warriors

Individual work

Constant evolution



# Identity & belonging

- Belonging is one of the strongest human desires
- We desire belong to
  - Families
  - Societies
  - Clubs – sporting & enjoyment
  - Groups
  - Church's
  - Organizations
- We belong to achieve a greater good
- Belonging has a desire for longevity
- We feel secure
- We feel safe, wanted, respected and treasured – we have purpose



# Learning & teaching

- Learning is the acquisition and development of memories and behaviors, including skills, knowledge, understanding, values, and wisdom.
- Teachers facilitate student learning
- Tribal leaders are all about teaching
- Learning from past life experiences
- Learning from different competencies within the tribe
- Seeking out learning externally
- Creating a safe learning environment by removing the fear of failure –  
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# Customs

- **custom** can be described as the established patterns of behavior that can be objectively verified within a particular social setting.
- Tribal organizations respect that customs can vary country to country, from group to group.



# Culture

- "... culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to [art](#) and [literature](#), [lifestyles](#), ways of living together, value systems, traditions and beliefs".
  - » ([Unesco](#))
- Awareness of the cultural differences as a global organization
- Attributes include
  - Values
  - Dress code
  - Unique language
  - Business norms



# Ceremony

- A **ceremony** is an activity, infused with ritual significance, performed on a special occasion.
  - Integration or welcoming
  - Rewards
  - Recognition



# Folklore

- **Restrictive / negative or positive / enabling**
- **Folklore** is the body of expressive [culture](#), including [tales](#), [music](#), [dance](#), [legends](#), [oral history](#), [proverbs](#), [jokes](#), [popular beliefs](#), customs, and so forth within a particular population comprising the [traditions](#) (including [oral traditions](#)) of that culture, [subculture](#), or [group](#). It is also the set of practices through which those expressive genres are shared.
- Folklore in TRIBAL organizations can be –
  - Positive & enabling
  - Negative & disabling
- Folklore is sometimes used to hide behind “we have always done it that way”
- Folklore can sometime restrict us from seeing things through the eyes of others.



# Warriors

- Defend each other
- Defend the tribe
- Are brave and determined
- Call quickly to action



# Individual work

- **Builds self esteem**
- **Positively affects our Tribe and our communities, giving our work an impact that extends beyond ourselves**
- **Provides learning and growth, offers challenges, requires creativity, pushes us to surpass limits, and creates exciting results**
- **Provides recognition and rewards for our achievements**



# Constant evolution

- Adaptive mindset – focus on the impact of the future
- Evolution, simply put, is descent with modification.
- Evolution is about change.
- Change in an organization is continuous.
- The effective tribal leader helps guide the tribe through change.



↑  
Change through time



Leaves on trees change color and fall over several weeks.



↑  
Change through time

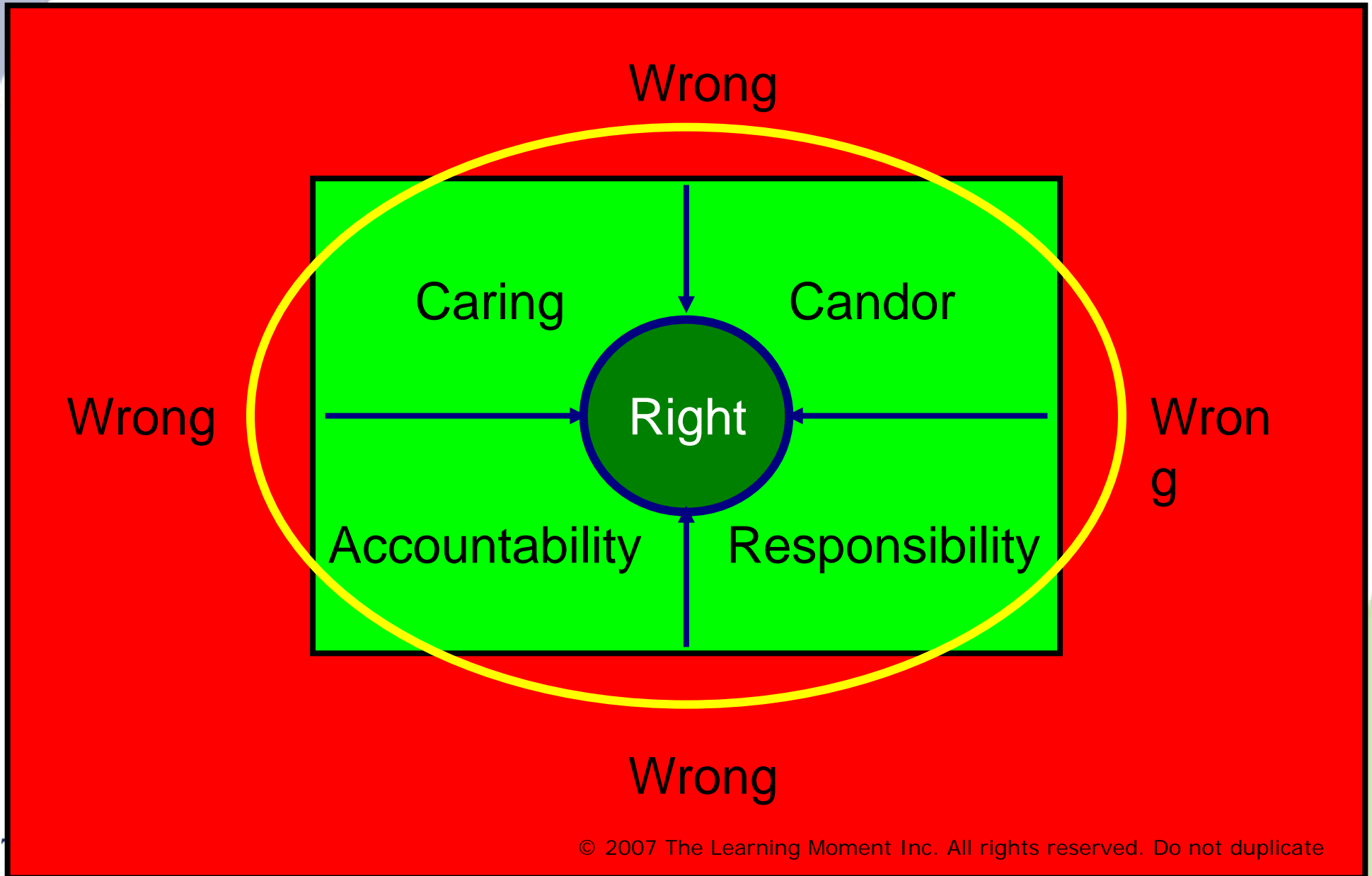


Mountain ranges erode over millions of years.



# Doing what's good & proper.

Creating a culture that draws behavior towards what's right



# What it takes

- **A dream you and others can make come true!!**
- **Unified commitment & passion – its hard early!!**
- **Communication – all ways & always**
- **Inclusion not exclusion**
- **Simplicity of understanding by the tribe**
- **Consistency, Demonstration & Example**
  - **Walk the talk – every step of the way**
- **Servant Leadership – with edge**
  - **Caring**
  - **Candor**
  - **Accountability**
  - **Responsibility**
- **Excitement – a sense of being “real” – show you are vulnerable – yet brave!!!**



# Garry's top 10 + 1

- Do we have a clear, meaningful and easily understood vision / mission?
- Do we have the right people in the right seats on the bus?
- Do we have a meaningful BHAG - (big hairy audacious goal) and have we communicated to the tribe?
- Are our values driving the behavior we want in the organization?
- Are we creating a culture that increases employee engagement?
- What are we doing to maximize the spirit of internal and external learning?
- Do our tribe members know what an A looks like and are we supporting them to get that A?
- Are our products/services creating lasting positive memories for our customers?
- Do we have the best, timely, data & information to help us make good business decisions?
- Are our key performance indicators the right ones and are we measuring what matters?
- How do we celebrate success?



- **Believe in Yourself**
  - **Never Give Up**
  - **Take One Day at a Time**
- We all have something significant yet to do!**

**-Garry Ridge**



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