

# 3 G's to Culture

PRESENTED BY: Dean Vander Plas, CGO - Kapnick

Date: September 7, 2023

# The Power of Your Dash

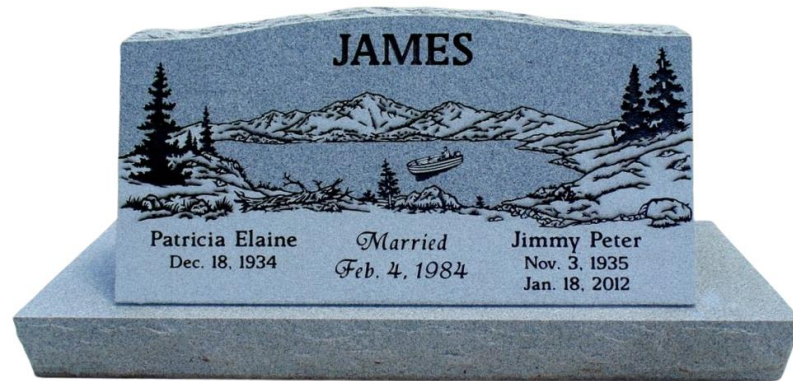
Take a moment and write down how you would describe the object below if I could not see it



# The Power of Your Dash



Take a moment to reflect on what that same little object we just described means in the items below.



## Mariana Anderson

Marketing Manager

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### Contact

**Phone**  
123-456-7890

**Email**  
hello@reallygreatsite.com

**Address**  
123 Anywhere St., Any City

### Education

2008  
**Enter Your Degree**  
University/College

2008  
**Enter Your Degree**  
University/College

### Expertise

- UI/UX
- Visual Design
- Wireframes
- Storyboards
- User Flows
- Process Flows

### Language

English  
Spanish

### Experience

2019 - 2022  
Company Name | 123 Anywhere St., Any City  
**Job position here**

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2017 - 2019  
Company Name | 123 Anywhere St., Any City  
**Job position here**

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2015 - 2017  
Company Name | 123 Anywhere St., Any City  
**Job position here**

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### Reference

**Name Surname**  
Job position, Company Name

**Phone:** 123-456-7890  
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Job position, Company Name

**Phone:** 123-456-7890  
**Email:** hello@reallygreatsite.com

# The Power of Your Dash

## For Your Firm

- What will that dash on their resume during their time with you represent to them and to you?
- Does your view of culture include a vision for the legacy imprint you want to make on all of your teammates?
- Do you purposefully work on your culture?
- Is culture part of your overall strategy or is the foundation?
- What part of that dash will **YOU** play?



# GRIT

- G=Generous
  - Great cultures have a selflessness at their heart that is generous—people GIVE to each other.
- R=Resilient
  - Great Cultures do hard well
  - Great Cultures take turns doing the tough stuff and they cheer on those that are doing it.
- I=Intentional
  - Great Cultures are purposeful and intentional about their actions, their words, their deeds and they begin with the end in mind.
- T=Team over Me
  - Value Creation versus Value Extraction
  - Create more to share more



# GRATITUDE

- Gratitude is a cornerstone of long-lasting cultures.
  - Gratitude supports stretch
  - Gratitude supports collaboration
  - Gratitude is energy for the spirit of your people
  - Creates a “get to” mentality versus a “have to mentality”

# GRACE

- Grace: underserved favor
  - Think about a time that someone treated you graciously
  - Circus peanuts have changed my perspective on true leadership.
  - When leaders treat people with grace in growing cultures those people thrive.



# The story of Johnny

## Live a legacy and leave an imprint.



- Will you be a Johnny today?
- Will you leave people better than you found them?



# Thank You!

