

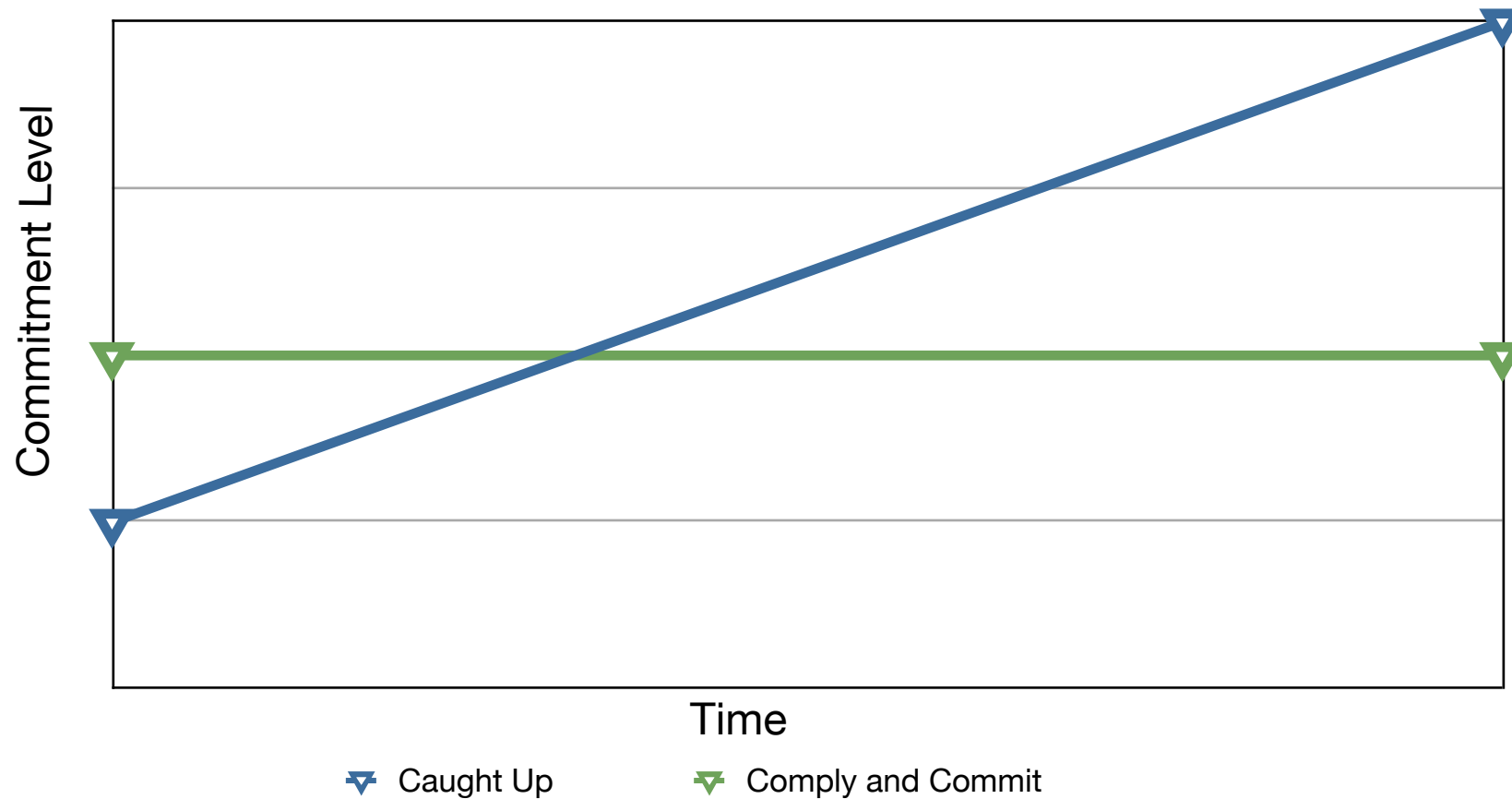
Creating a Culture

Comply and Commit Culture	Compelled. Caught Up Culture
People do things because they committed to it	People do things because they are compelled to
People do things for the leader	People do things for the cause
Extrinsically motivated	Intrinsically motivated
Concerned about 'fairness' and everyone on the team doing the same amount	Unconcerned about 'fairness'
Mandatory	Opt In
Universal Expectations*	Customized/Individualized Expectations*
Leaders blame failure on members not living up to commitments	Leaders responsibility to create a culture that allows people to thrive and overachieve
Black and White	Grey
Leader worries about how things will effect themselves	Leader worries about what is best for the individual**
Authority	Influence
Quick results	Requires patience
Easy. Clean. Lazy	Hard. Messy. Worth it

*** Always call people to 1 more step more than what they are doing or what they are comfortable with. Not 5 steps. Not 0**

****What is best for the individual is (almost always) best for the team. What is best for someone is not the same as what is easiest**

Commitment over Time



Caught Up	15	60
Comply and Commit	30	30