

# Culture Change in a Hostile Environment



LeadDev Together Fall 2021  
@attackgecko

**HOW DID WE  
GET HERE?**



<https://www.peacocktv.com/stream-tv/the-amber-ruffin-show>

**You were conned**



# Leadership Change

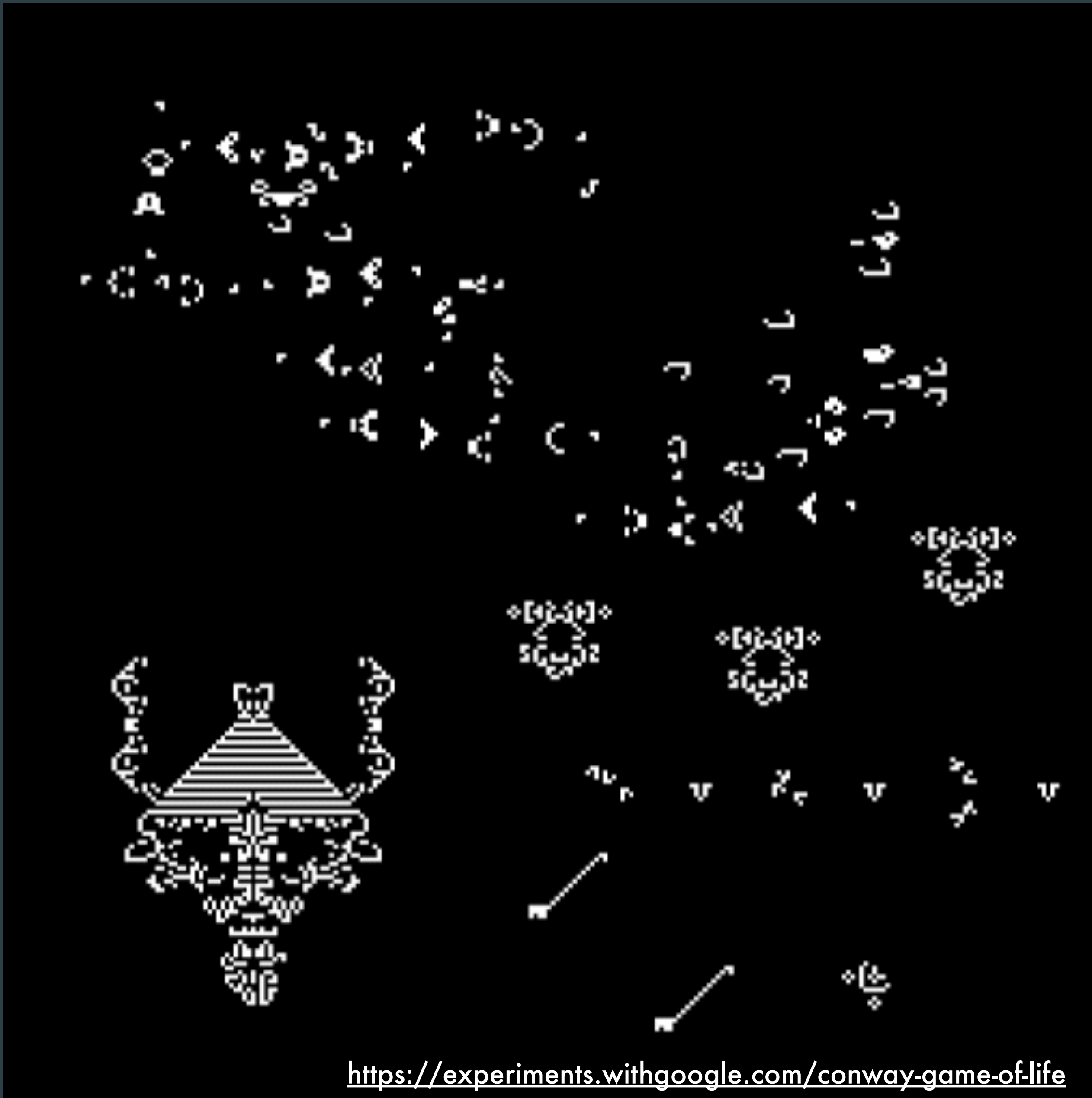
# Erosion

**No Judgement Zone**

PRESS START  
INSERT A COIN TO CONTINUE

**Eject**





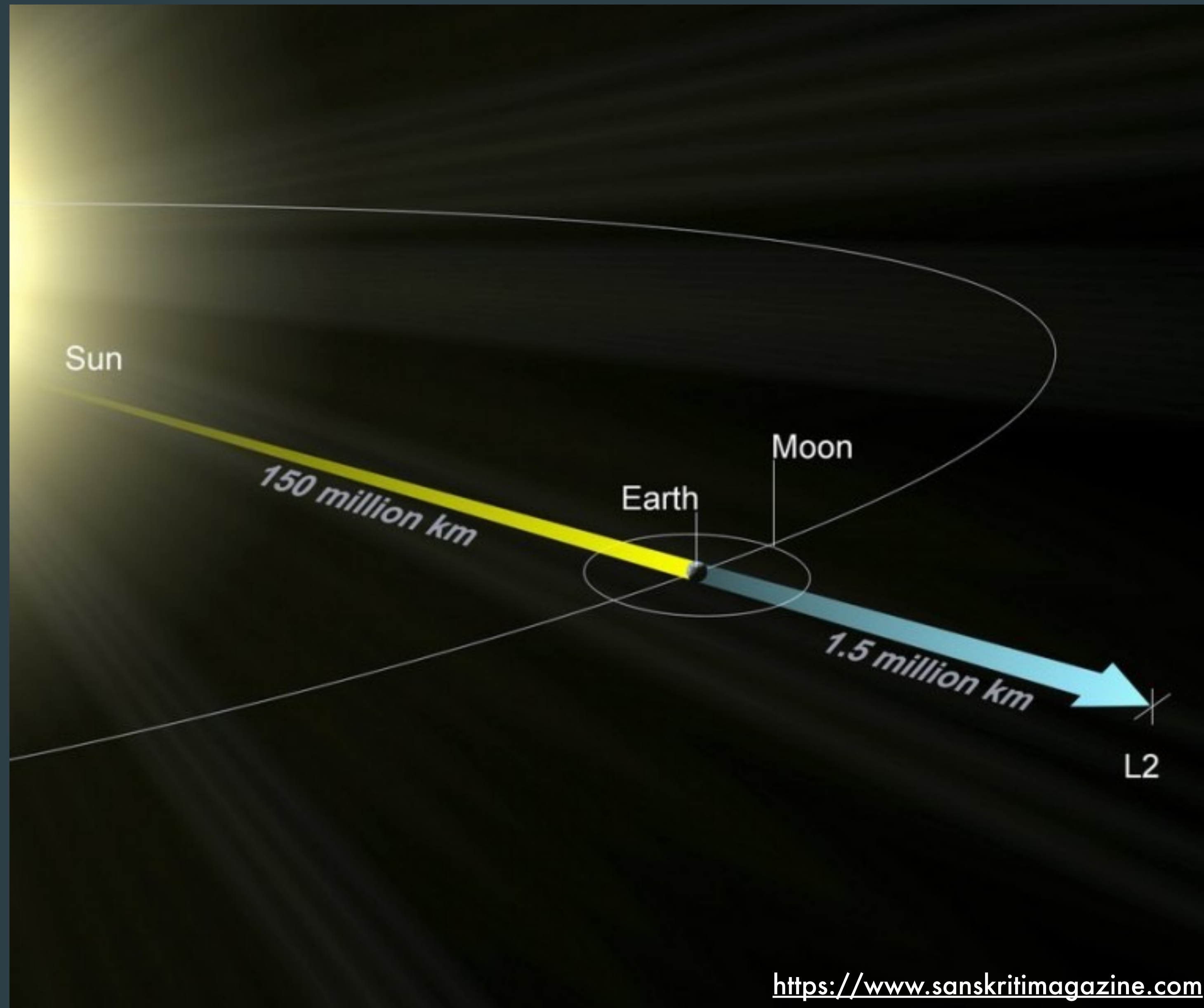
<https://experiments.withgoogle.com/conway-game-of-life>



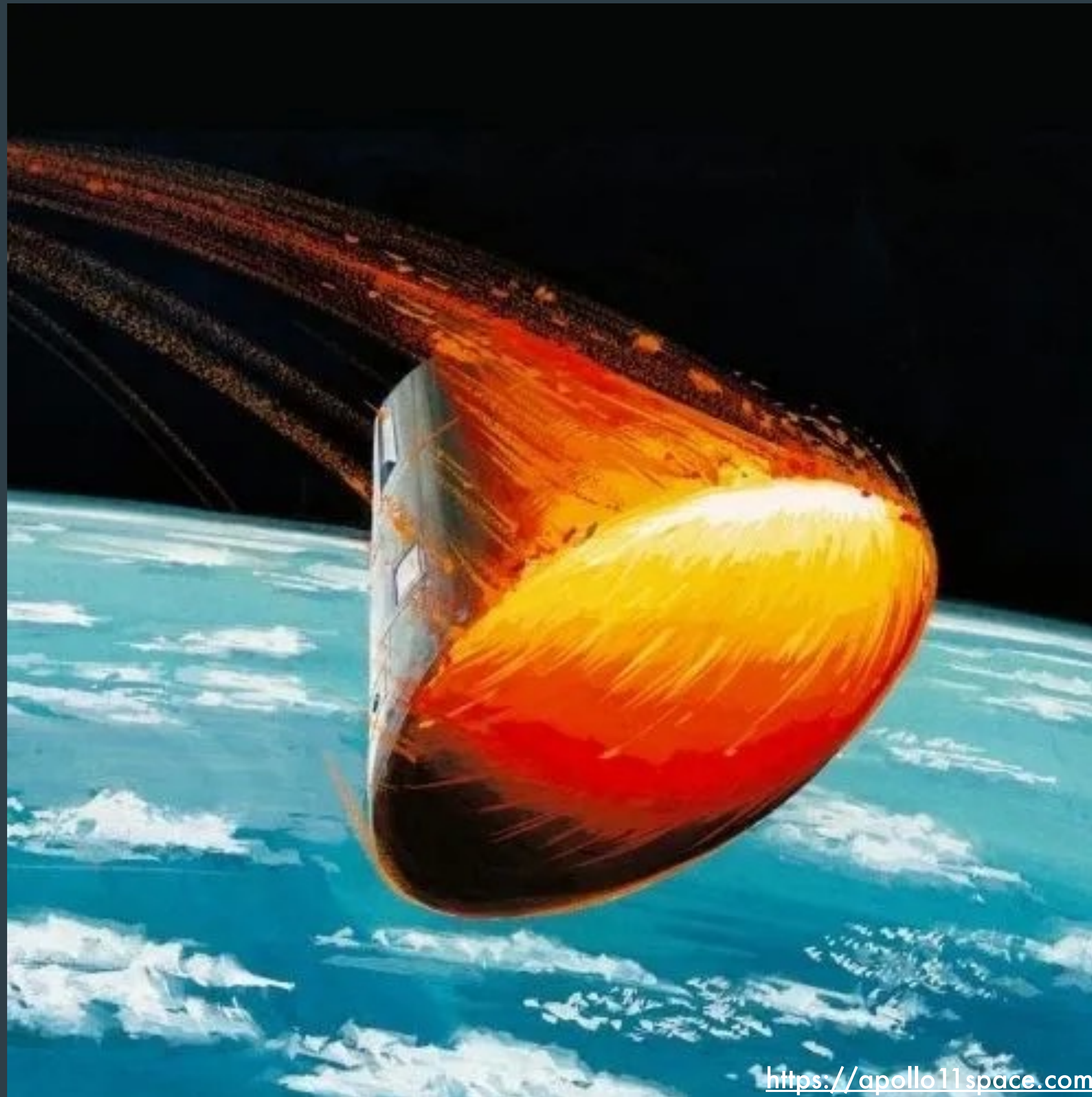


<https://www.science.org/news/2020/01/cataclysmic-bashing-giant-planets-occurred-early-our-solar-systems-history>









<https://apollo11space.com>





Sphere, 1998 Warner Bros.



**“The culture of your team is nothing more than the set of behaviors that are rewarded and punished.”**  
**— Mekka Okereke**

Motivate Action



# Rewards VS Punishments



Deter Action

**“I need you to work the weekend, **or  
else**”**

**vs**

**“I need you to work the weekend, **I’ll  
pay you time and a half**”**

# Rewards

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- Expressing appreciation/praise
- Small gifts
- Spot bonuses
- Promotions
- Raises

# Rewards

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- Create frameworks/practices
- Reward behaviors not attributes
- In public, lean towards rewarding teams rather than individuals



# A word on punishment

# Deterrence Theory

(Criminology)

# Deterrence

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- **Swiftness**
- **Certainty**
- **Severity**

**Don't forget you're in  
danger**

**Your buffer:**  
**Focus on Delivering Value**



# Outcomes

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- Burned up by the sun (highly probable)
- Sustainable Orbit (probable)
- Systemic Change (low probability)

# Influence

# Downsides





<https://commons.wikimedia.org/wiki/User:Kleuske>





<https://talenttalks.net/>





<https://www.deviantart.com/bftws>

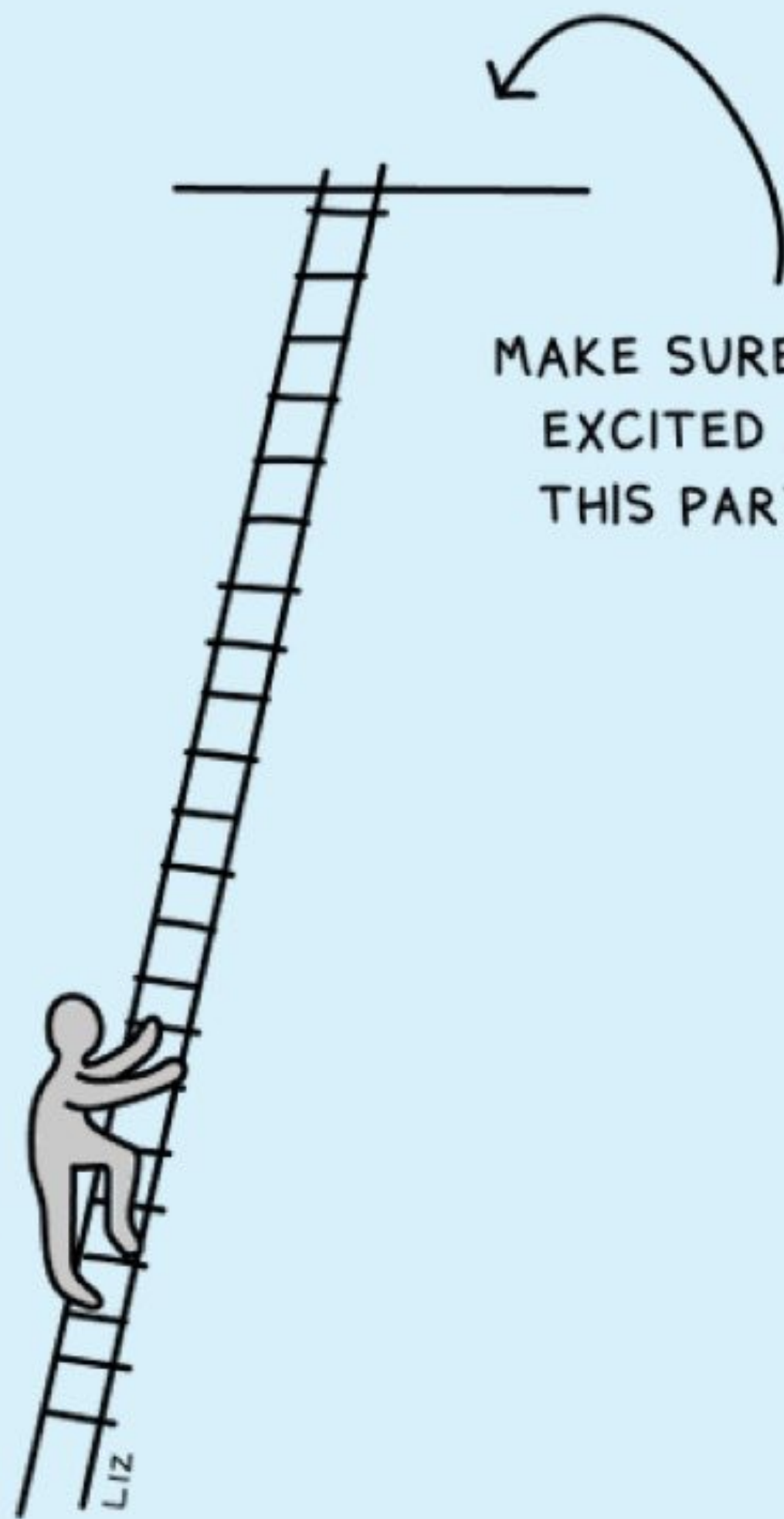




<https://www.flickr.com/photos/davekoch/>



IF YOU'RE GOING  
TO SPEND A LOT  
OF TIME HERE



MAKE SURE YOU'RE  
EXCITED ABOUT  
THIS PART, TOO

@LIZ AND MOLLIE



**The End**

**Know why you're doing this  
and what your limits are**

# **Sustainability: Make Friends**