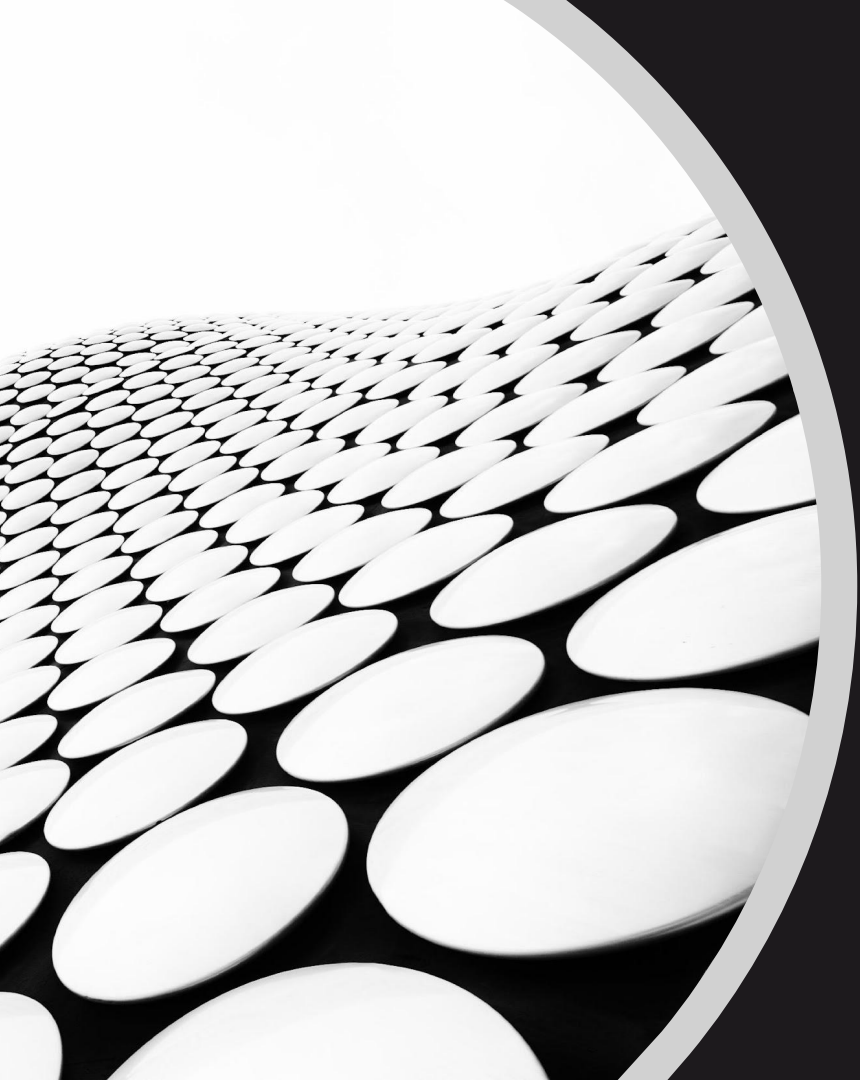


Theranos

**one tiny drop
changes
everything.**

single drop.





YOUR STRATEGY, THROUGH A SUCCESSFUL CULTURE

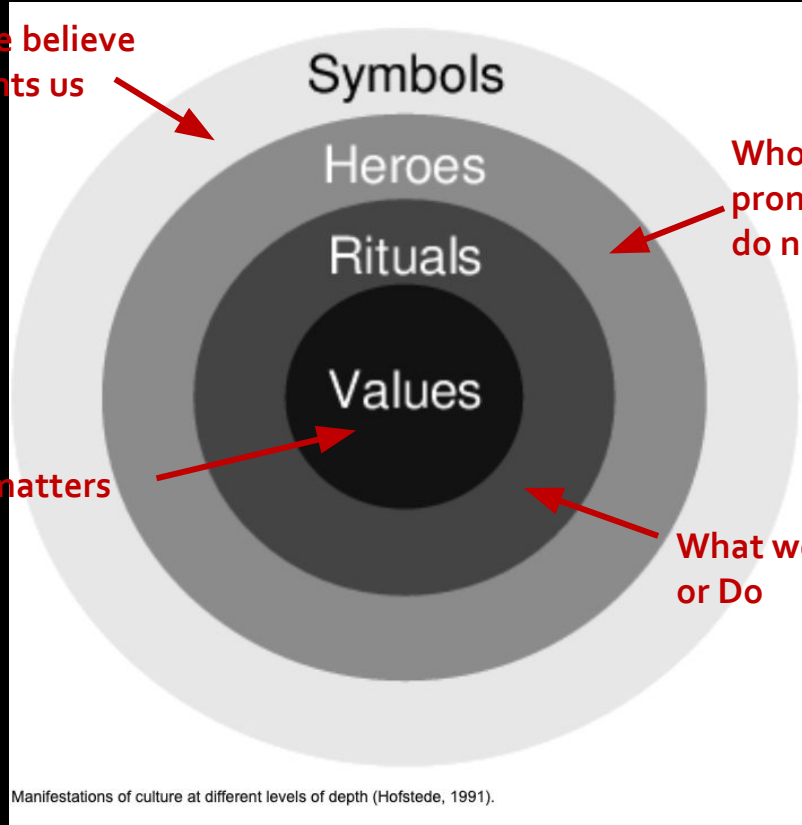
The one tiny drop...
that can change everything

Kelley Yohe

Director Data Engineering

WE DEFINE CULTURE THROUGH REPRESENTATION OF NORMS

What we believe
represents us



Who we idolize,
promote, hire, or
do not fire

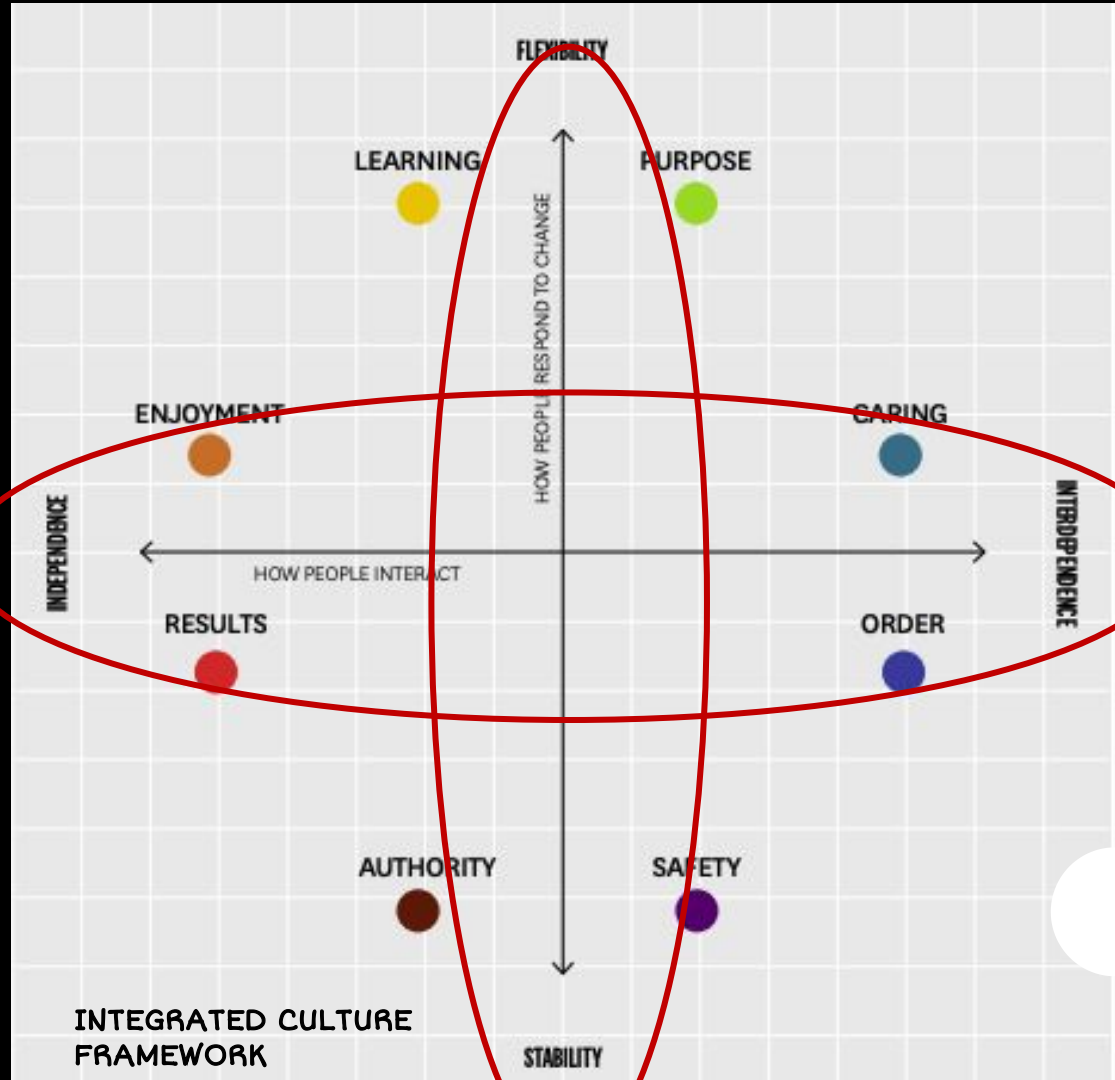
What matters
to us

What we Practice
or Do

Manifestations of culture at different levels of depth (Hofstede, 1991).

- Shared
- Implicit
- Pervasive
- Enduring

**INTENTIONAL
CULTURE CAN BE
THOUGHT OF ACROSS
TWO AXIS THAT DRIVE
SPECIFIC CULTURAL
ATTRIBUTES**



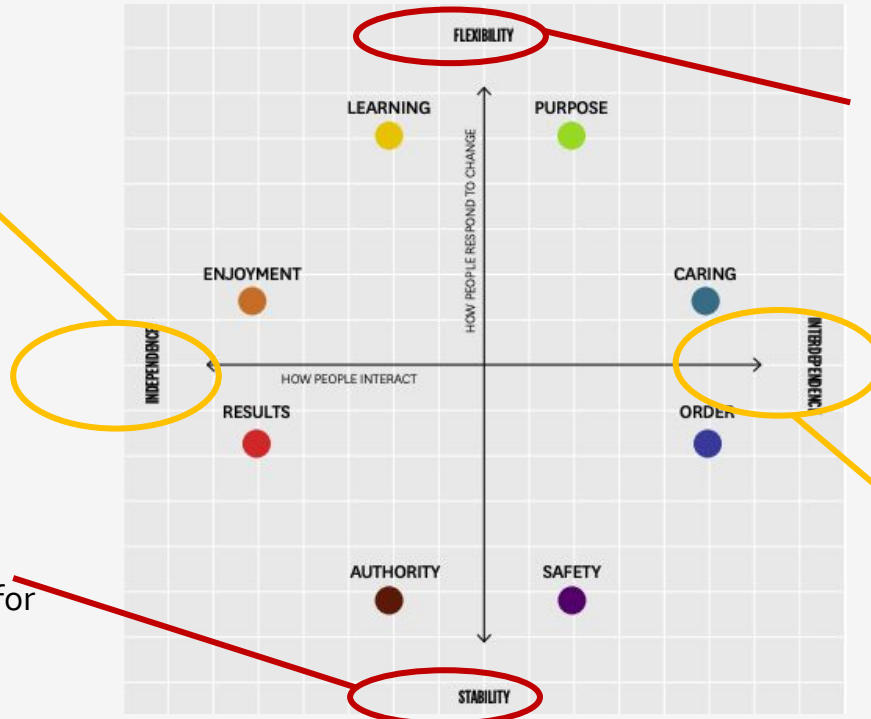
Each axis brings with it attributes that help define a specific culture

Speed
Ownership
High Accountability

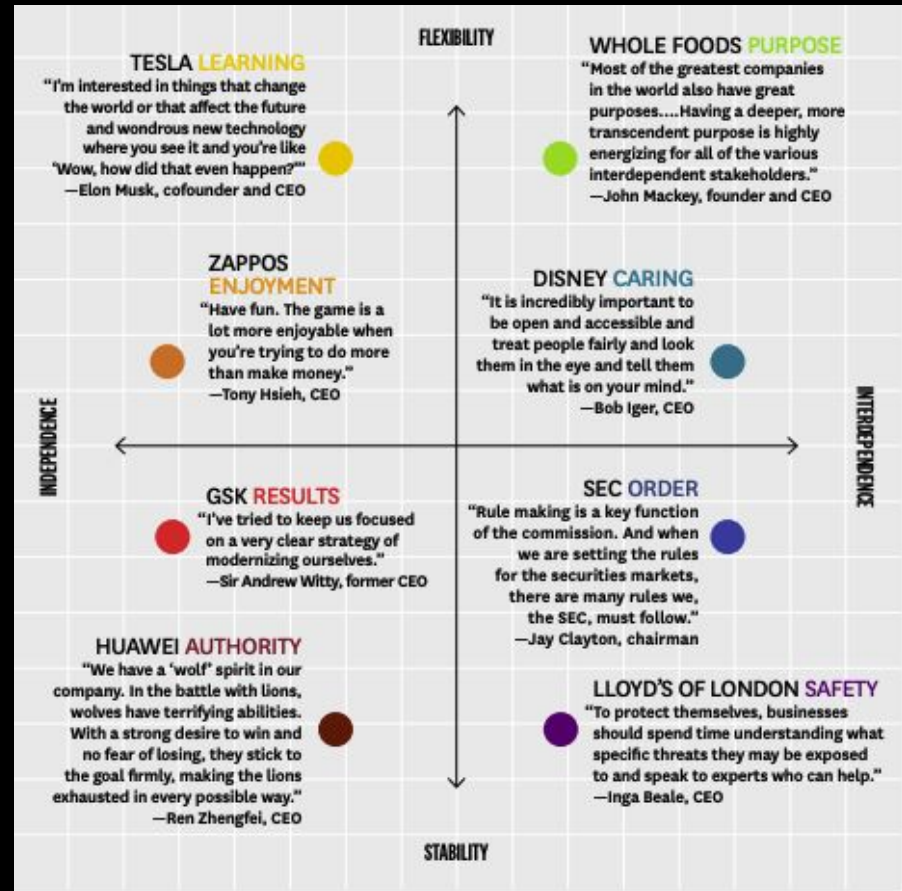
Start-ups
New Department
New or Evolving Products
Dynamic Business Strategy

Highly Regulated
Service Related Organizations
Mature Organizations looking for
efficiency at scale

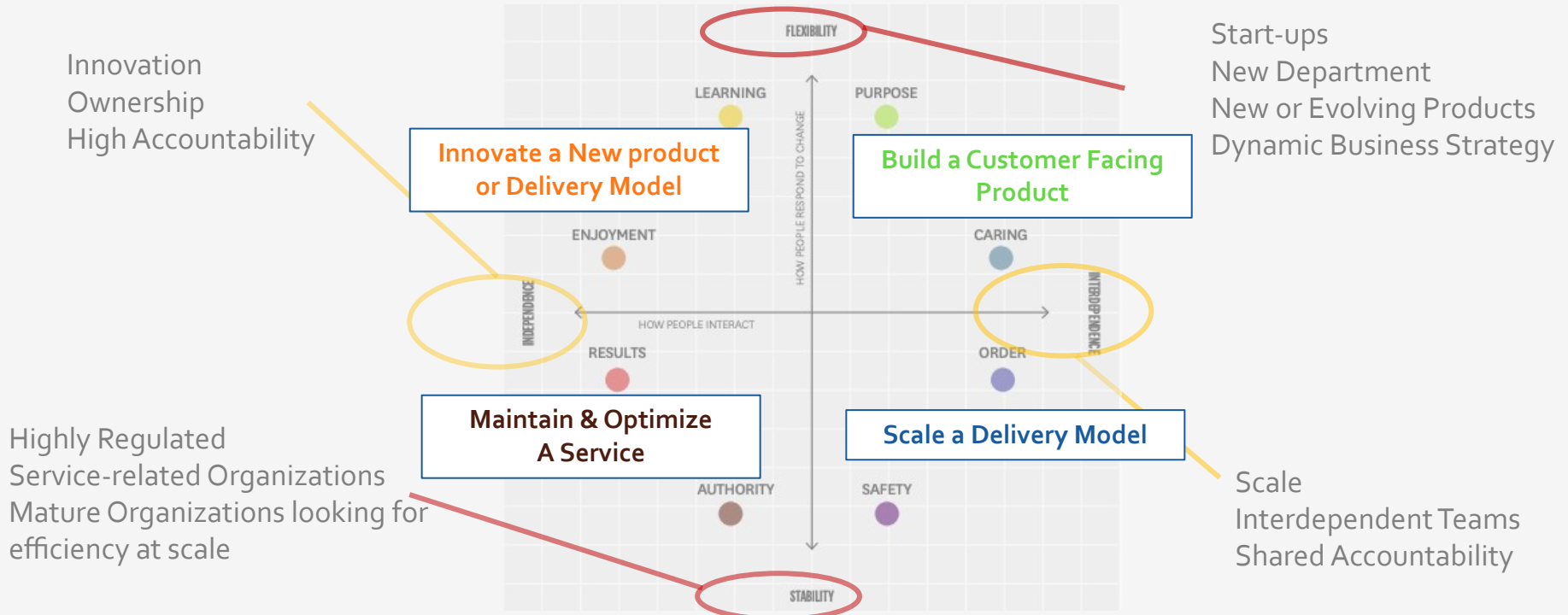
Scale
Interdependent Teams
Shared Accountability



COMPANIES WITH STRONG CULTURE CAN BE POSITIONED ACCORDINGLY



Be intentional around your strategy by identifying the culture you need



Assessing culture is identifying what's in your current environment

What stays the same?



- Enduring

What's the structure?



- Implicit

How do they engage?



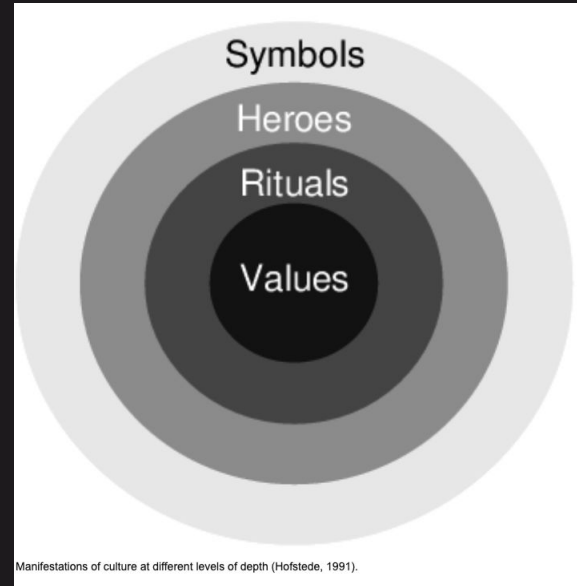
- Pervasive

Team vs Company?

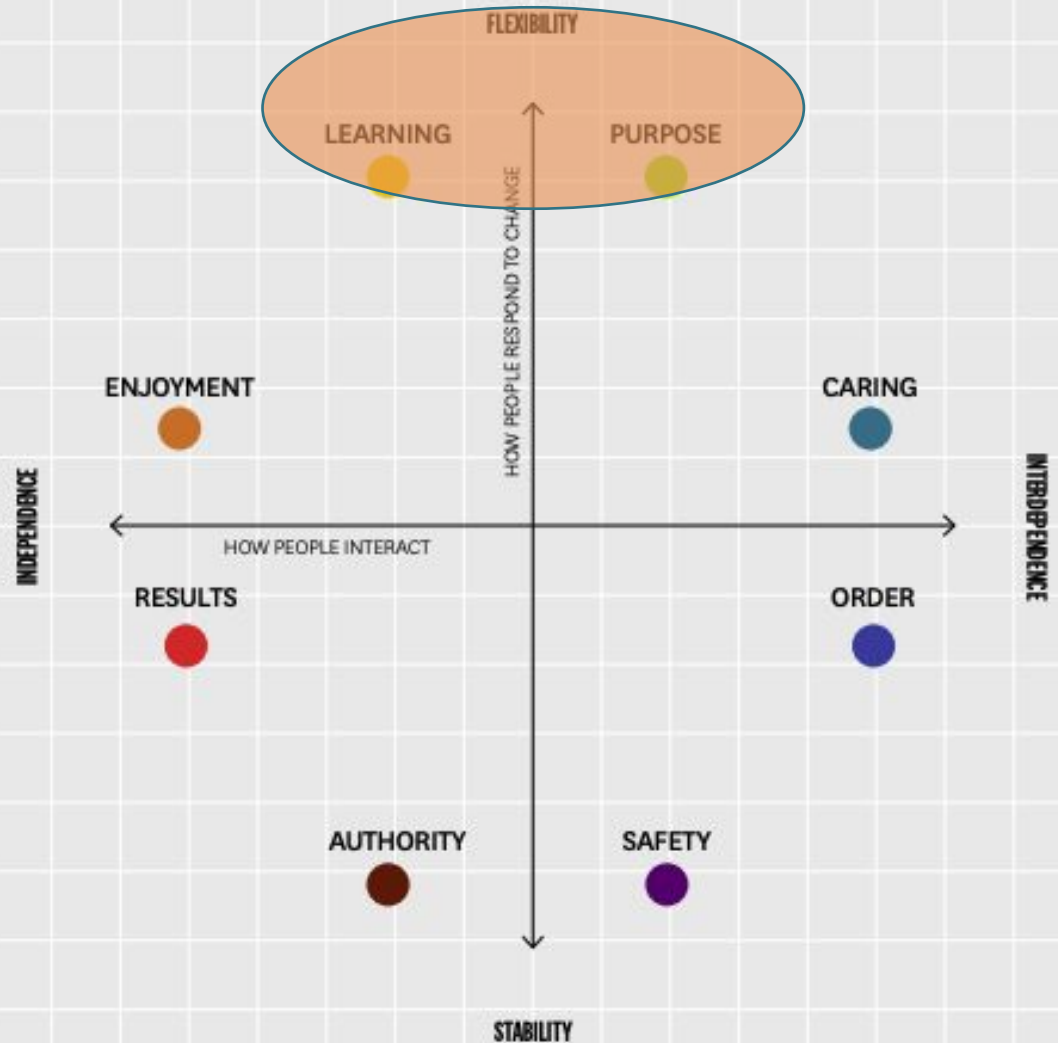


- Shared

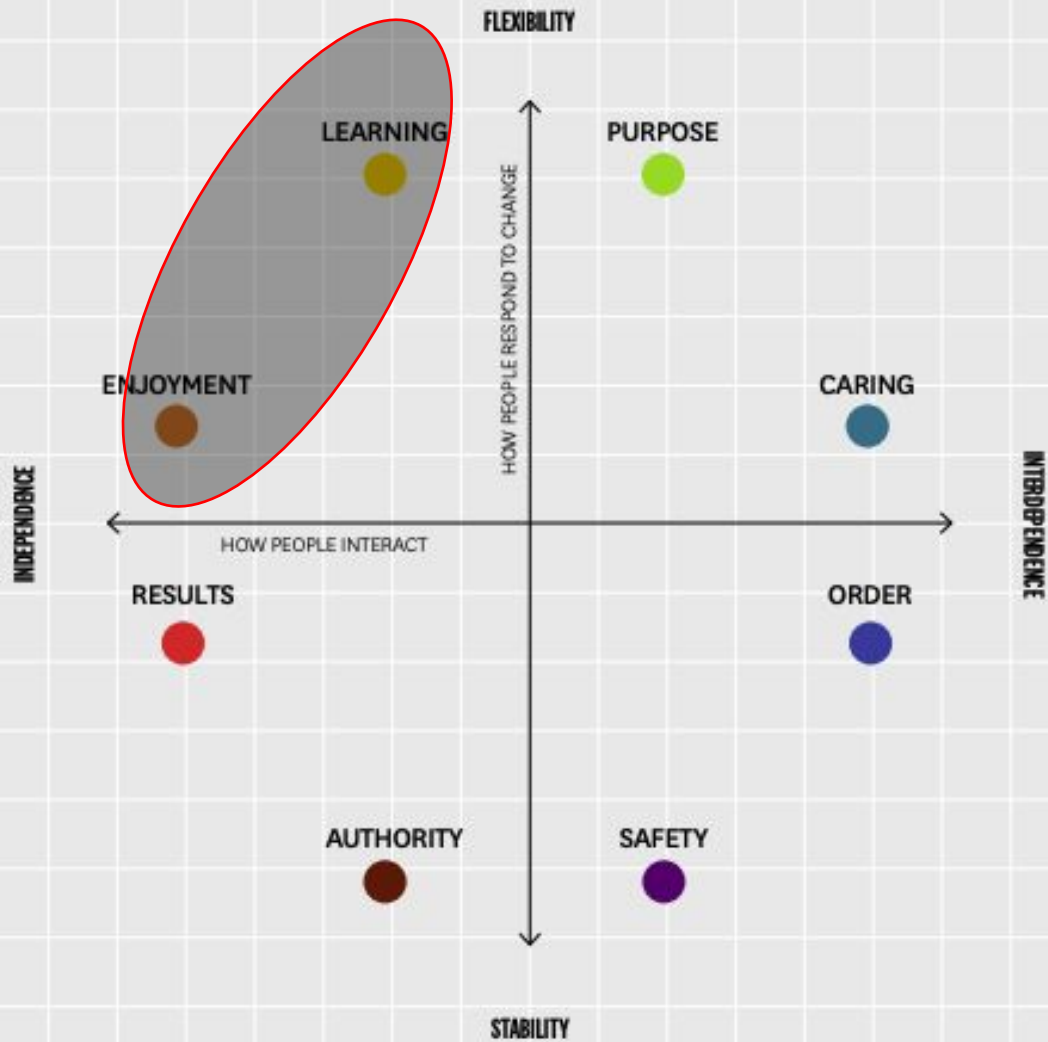
SO WHAT VALUES,
RITUALS OR SYMBOLS
DO YOU NEED TO
EVOLVE YOUR
CULTURE?



Innovation
through purpose,
vision, values and
agility



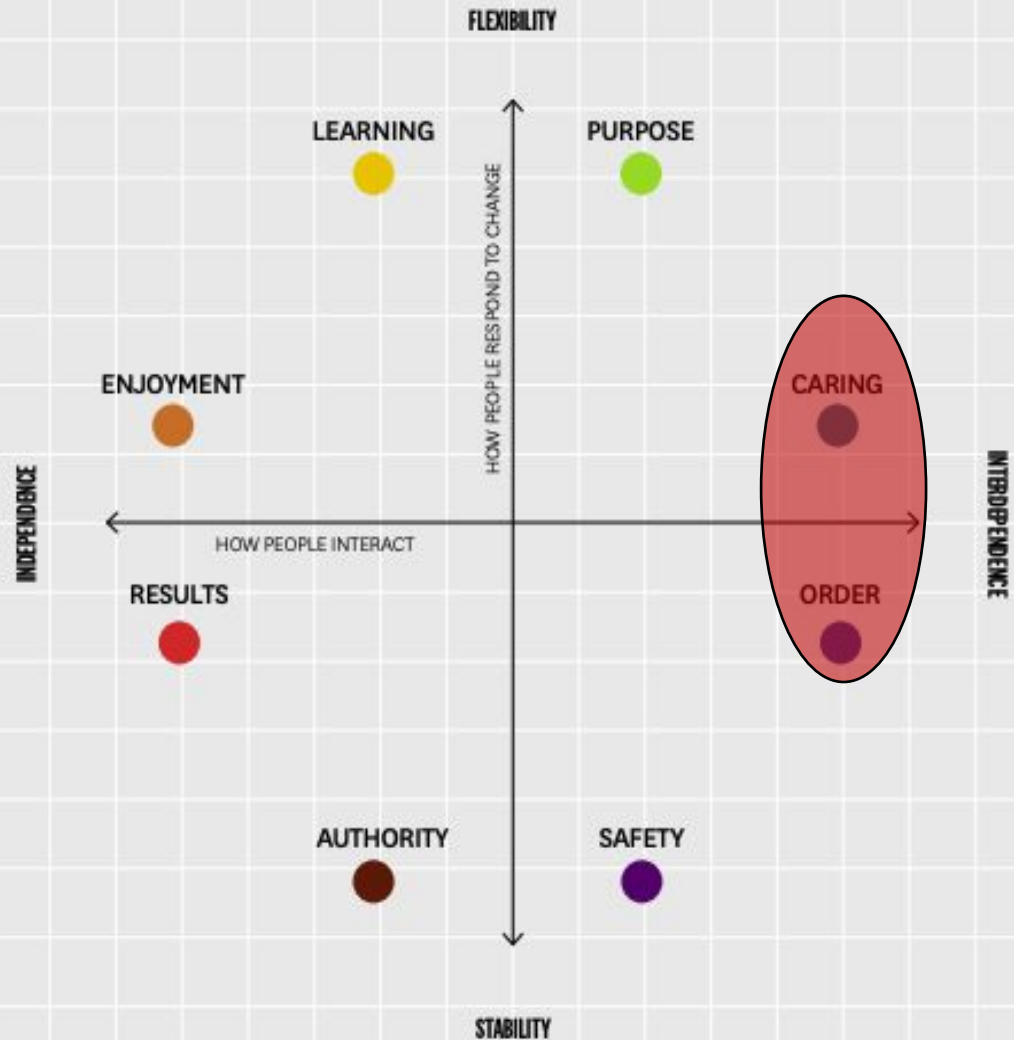
Reinventure
through continuous
learning, freedom,
responsibility, and
context

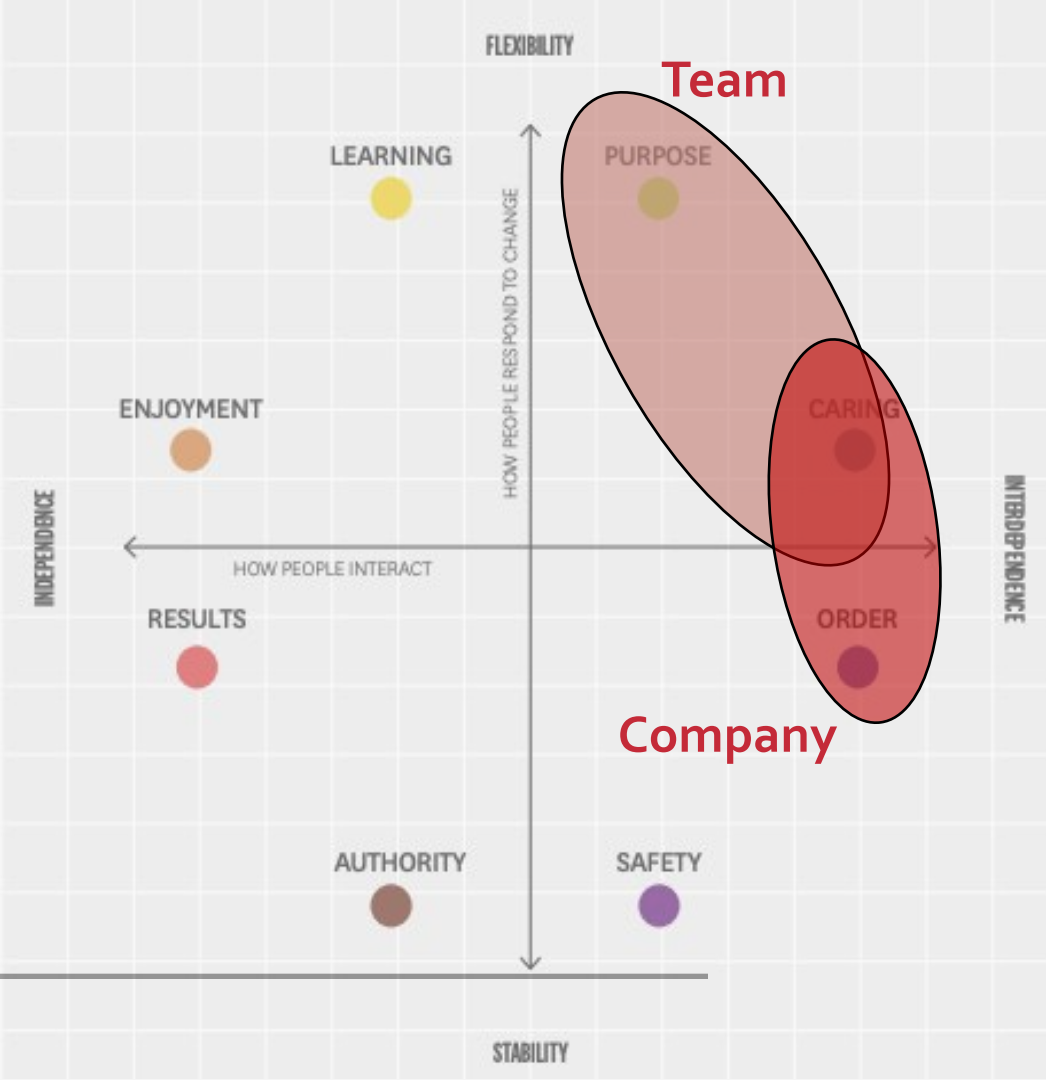


CHAMPION YOUR
TEAM AS AN
EXTENSION OF
YOUR COMPANY'S
CULTURE



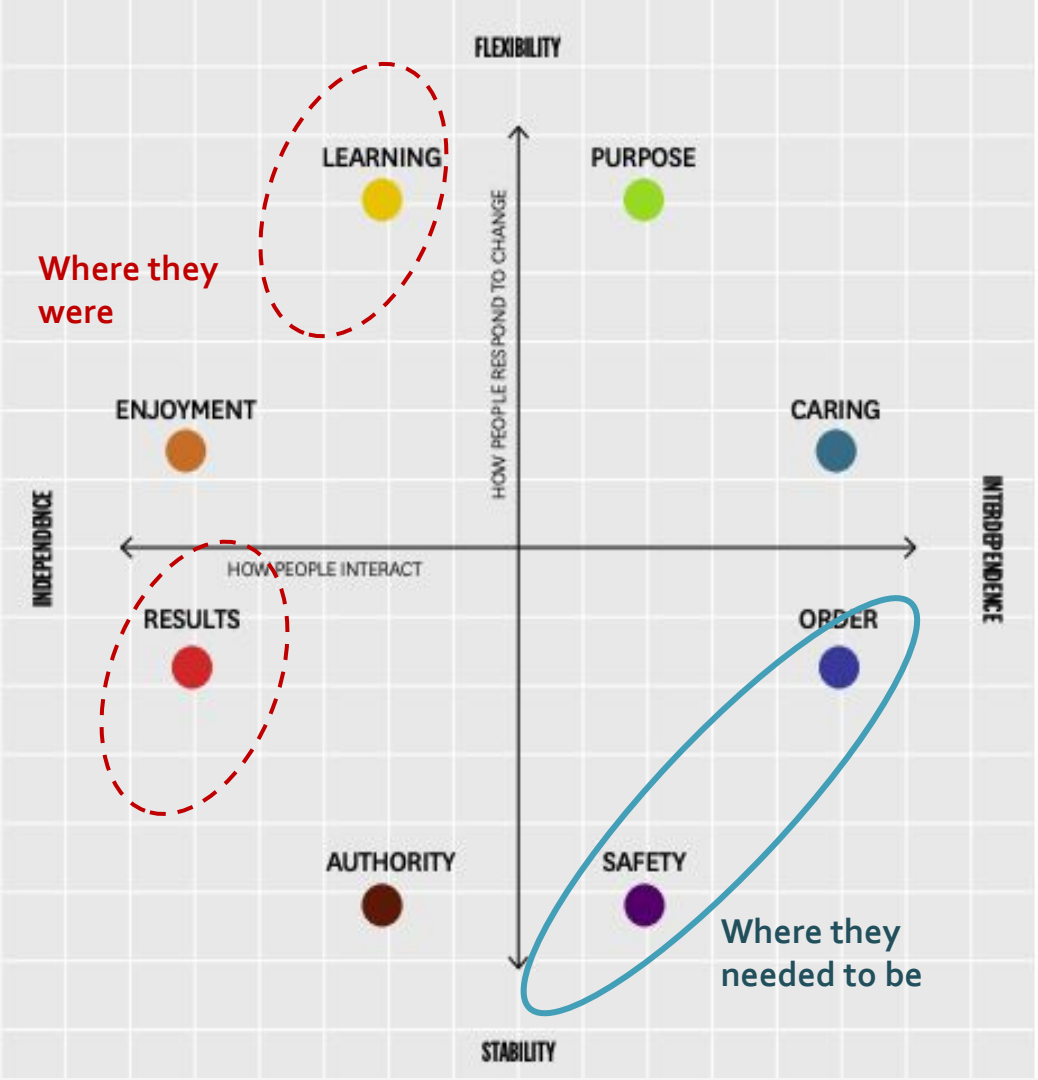
Building Deep and Enduring Customer Relationships, helping our communities succeed





Extend your team culture by identifying commonalities in your company

Theranos's strategy mirrored Silicon Valley startups with the pressures of proving value quickly

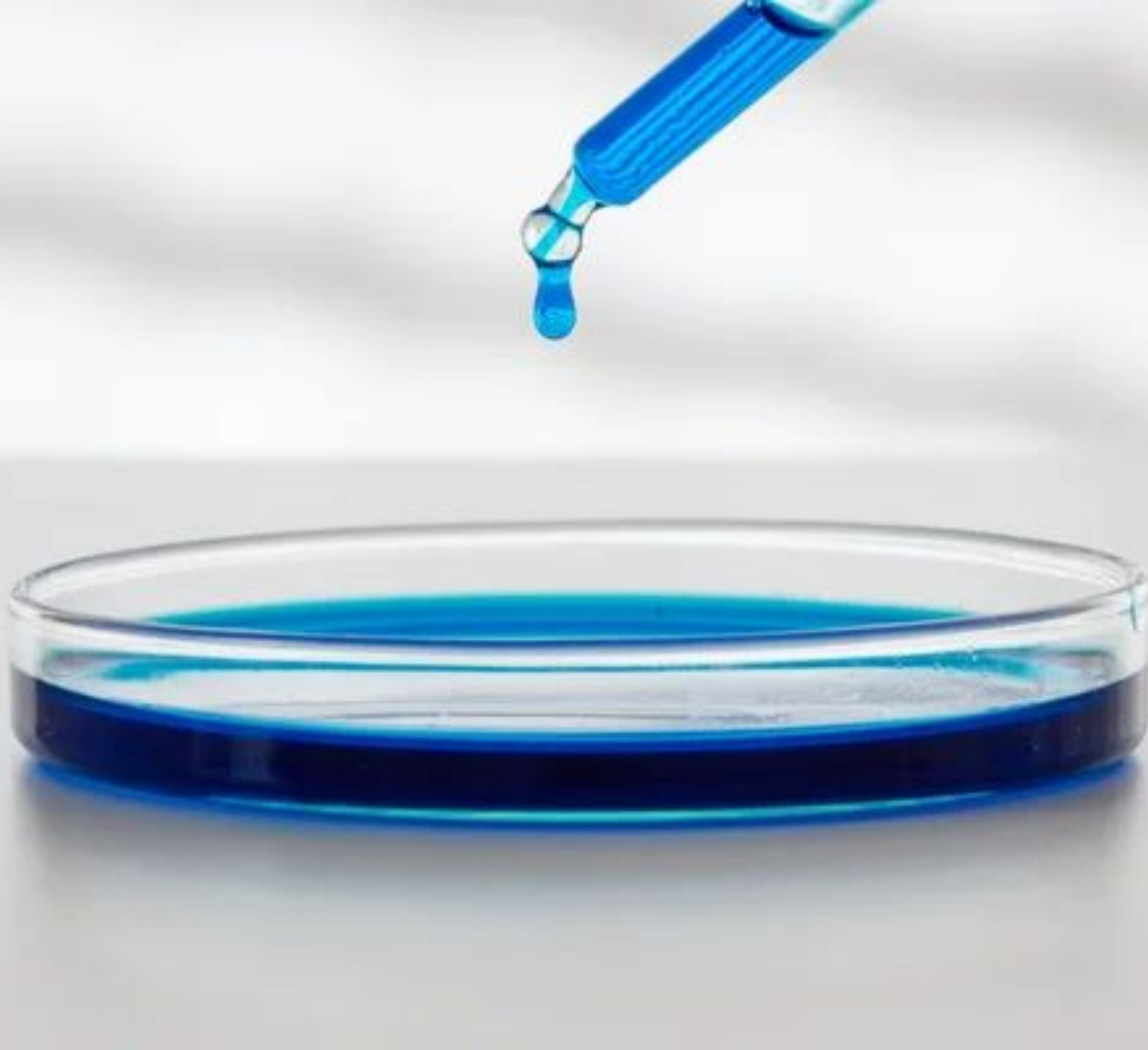


**one tiny drop
changes
everything.**

single drop.



*One tiny drop of a toxic culture can limit the
most transformative strategy*



*CULTURE IS
THAT ONE TINY
DROP WITHIN
YOUR
STRATEGY
THAT CAN
CHANGE
EVERYTHING*

References

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