

Culture Crafting

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Life is relationships. Business is built on them. Cooperation is synergistic. Life is too short to be consumed by a purely transactional business mode.

Purpose and sacrifice. Joy and honor are derivatives of purpose and sacrifice. Obedience brings joy and honor. Share the joy. Distrust the fame. Celebrate the accomplishments.

No fear. Hold things lightly. Do not be dominated by money or status or what others think. Be sustained by vision, not driven by fear.

Team work. Cooperation is synergistic. Courage and accomplishment are nurtured within and sustained by community.

Be a family. Strong businesses are built like families, not bureaucracies. The Army is a giant bureaucracy - it has to be at its scale, but it is a Band of Brothers who take the hill.

Trust your giftedness. You will love doing what you do well. Listen to your heart and your team to guide you to your strengths. Then excel in them and let other's strengths cover your weaknesses.

Forgiveness is essential. It's the glue that holds healthy cultures together. Attempts to resolve the inevitable tensions that will develop within any team must first be ameliorated by forgiveness. Until you've freed the relationship from its tensions by forgiving the other, any attempt to communicate will only exacerbate the problem. Forgiveness allows communication to do its healing work.

Independent thinking. If everybody thinks you are right, you're probably wrong. Conforming to what everyone expects of you dilutes your impact. What do you want: to be liked or to change the world?

Value being small. It has its advantages, so make them matter: Pivot faster. Cooperate better. Protect each other's backs. Absorb pain for each other. Grow in integrity. Speak truthfully, especially when it's embarrassing or uncomfortable.

Money Matters. It's how the world keeps score, so know the game you're playing. Don't be naïve - money can do great good or great harm. It is a good servant but a deadly master. Greed is misplaced trust in money's efficacy, but generosity breaks us free from its enslavement.