The background is a deep blue gradient with several bright, glowing light streaks that converge towards the right side of the frame, creating a sense of motion and energy.

Florentino (Tino) Idosor
Boeing Defense, Space & Security
Design & Manufacturing Engineering

Elevate Forum
June 5th 2015

Are you a member of the CULTURE CLUB?



UK New Wave Band
(1984)

- **Brit Award** - Best British Group
- **Grammy Award** - Best New Artist
- **Best British Single** - "Karma Chameleon"

YOUR ORGANIZATION

- ✓ Skilled & Experienced People
- ✓ Common Processes and Tools
- ✓ In-Demand Product or Service
- ✓ Technical Integrity and Quality

Are you creating a culture motivated and committed to evolve and compete?

Elements of Culture

Values

**Rules &
Norms**

Behaviors

**Mores &
Laws**

Beliefs

Traditions

**Ethical
Codes**

Language

Customs

Symbols

**Ceremonies &
Celebrations**

**Mental
Models**

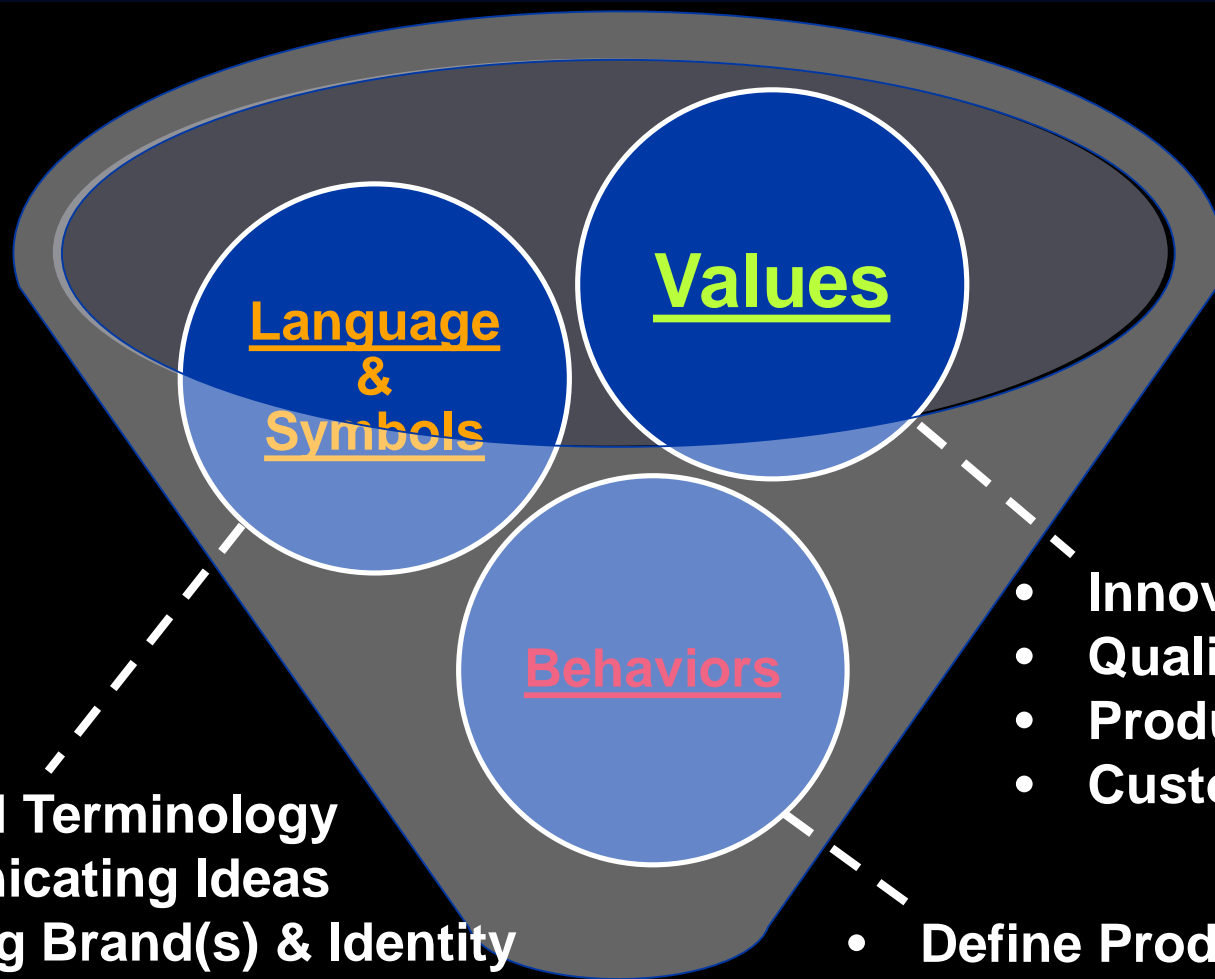
**Stories &
Accounts**

Rituals

Assumptions

Heroes

Sanctions



- Standard Terminology
- Communicating Ideas
- Managing Brand(s) & Identity
- Unifying Symbols

- Innovation
- Quality & Speed
- Productivity
- Customer Focus

- Define Products
- Prioritize Work
- Self-Organize and Team
- Create Knowledge

Organizational Culture

Cultural Creations

Ideas

Knowledge

**Forms of
Governance**

**Social
Organization**

**Economic
Systems**

**Material Objects:
Practical & Artistic**

Achievements

Histories

Merging Cultures



+



=





Know, Develop and Unify your Culture.

Codify and Communicate Core Values by Design.

Standardize and Simplify your Terminology.

Live your Values and Speak your Language Consistently.