



**The 360 Group at Morgan Stanley**  
1010 Northern Boulevard, Great Neck NY 11021

# Culture: Igniting Your Organization's Future

*Inspire Action, Accelerate Performance, and Foster Accountability*

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**The 360 Group at Morgan Stanley - 1010 Northern Boulevard - Suite 214 - Great Neck, NY 11021 - Ph: 516-773-7212 - FAX: 516-773-7283**

*People don't buy*  
**what you do**  
*they buy*  
**why you do it**

*-Simon Sinek*

# Communicating Your Message Through Story

- *Pit and a Breakthrough / Triumph over the past*
- *Breakthrough: Its about what you want for others*
- *Pit: Impact on you, others*
- *They Touch, Move and Inspire Others*
- *They trigger emotion: They cry or laugh*
- *Others see themselves in what you have shared*
- *Paints a Picture / Imagery... Others feel like they're in the room*
- *Show Vulnerability, not Credibility / Connection vs Position*
- *Start in the middle*
- *Only share what's relevant / Not a list of events / There is a point to each part of the story*

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# How You Do It

## Your Value Proposition



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# How You Do It

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# Create Value Proposition

**Step 1: Framing Statement**

**Step 2: 3 Common Concerns**

# Your Brand Promise



## STARBUCKS' PURPOSE

**To inspire and nurture the human spirit one person, one cup and one neighborhood at a time.**

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# Brand Promise and Vision



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# *Culture Eats Strategy for Breakfast* - Peter Drucker

***People are loyal to culture, not strategy***

***Culture is more efficient than Strategy***

***Strategy can be copied, but no one can copy your culture***

***Culture provides greater discipline than disciplinary  
action does***

# Core Value



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# *Fostering Accountability*

## **The Three Foundations of Accountability**

**Integrity** (in our model a positive phenomenon):

- Being whole and complete – achieved by “honoring one’s word” (creates workability, develops trust).

**Being Committed to Something Bigger than Oneself:**

- Source of the Serene passion (charisma) required to lead and develop others as leaders, and the source of persistence when the path gets tough (joy in the labor of).

**Authenticity:**

- Being and acting consistent with who you hold yourself out to be for your customers and employees, and who you hold yourself to be for yourself. When leading and managing , being authentic leaves you grounded and able to be straight without using force.

# *Fostering Accountability*

**This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one; the being a force of nature instead of a feverish, selfish, little clod of ailments and grievances complaining that the world will not devote itself to making you happy.**

**I am of the opinion that my life belongs to the whole community and as long as I live it is my privilege to do for it whatever I can.**

**I want to be thoroughly used up when I die, for the harder I work the more I live. I rejoice in life for its own sake. Life is no “brief candle” to me. It is a sort of splendid torch which I have got hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations.**

**--(The Epistle Dedication to the play, MAN AND SUPERMAN)  
George Bernard Shaw**

# Fostering Accountability

## Is Being Authentic Important to Being Accountable and Being a Leader?

Quoting former Medtronic CEO and now Harvard Business School Professor of Leadership, Bill George:

***“After years of studying leaders and their traits, I believe that leadership begins and ends with authenticity.”***

To be accountable, to be a leader, you must be big enough to be authentic about your inauthenticities. This kind of bigness is a sign of power, and is so interpreted by others. Being a leader requires that you be absolutely authentic about your inauthenticities and true authenticity begins with Being accountable (Being authentic about your inauthenticities), and almost no one does this.



# *Fostering Accountability*

**Accountability is the opportunity to lead and manage at choice, rather than accidentally.**

**Accountability is the opportunity to carve out the future rather than sit back and have it happen to you.**

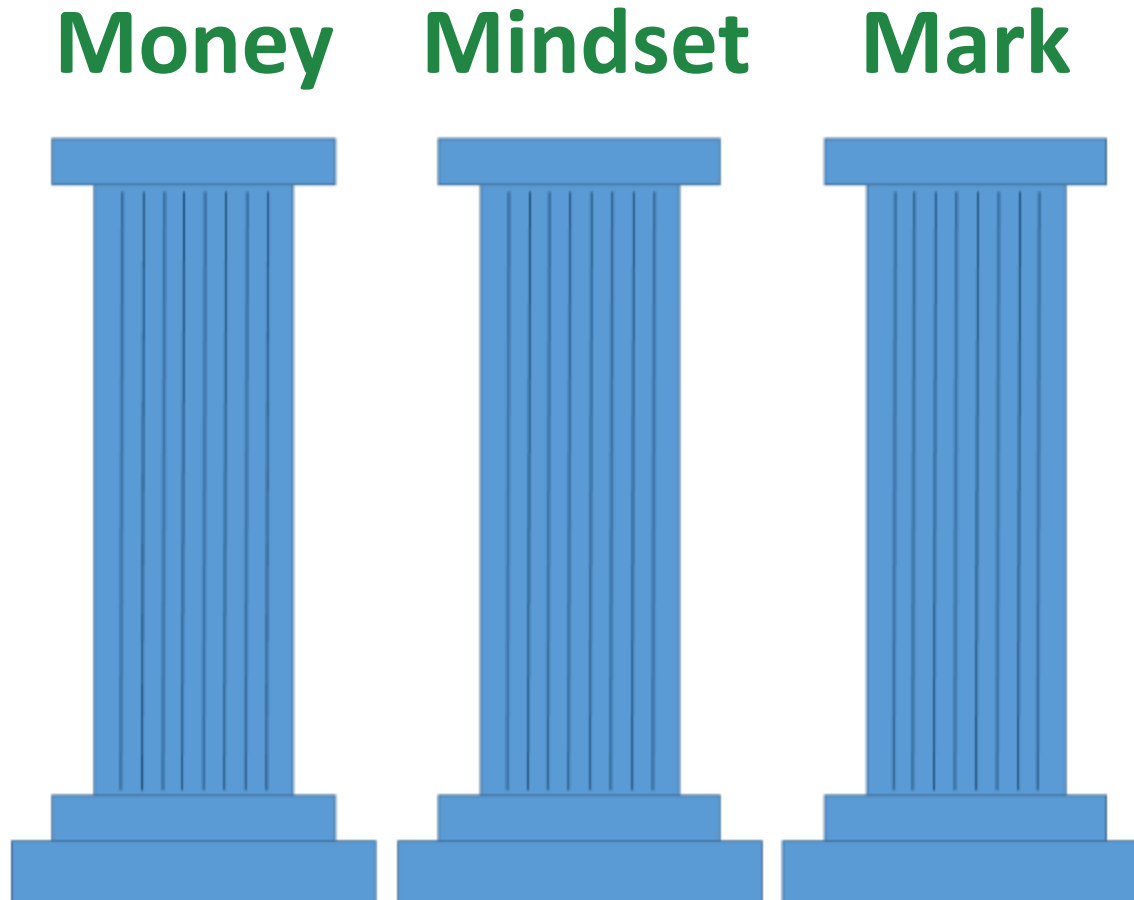
**Accountability held from a stand as One's Word (integrity and Authenticity) is the ground from which one's personal and business growth and development is created ongoingly.**

**A Brand Promise (One's Word to your market and customer base) has real power. A promise made from a stand that who you are is your word, engages you. You cease to be a spectator**

**And your words become actions that actually impact the world for and through your business, your business culture and fulfills your personal and business vision.**

**Business growth and development lives in accountability. Without accountability, without committed speaking, without promises and declarations and accounting for them, there is no ongoing transformation; there is at best peak moments in your business culture**

# Wealth Matters – 3 Pillars



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# The 360 Group at Morgan Stanley

## Executive Coaching, Training and Development

- Performance & Accountability Training
  - Culture and Vision
  - Communication
  - Executive Coaching

## Wealth Management

- Financial Planning and Investment Management
  - Corporate Retirement Plans

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