



How Exceptional Companies Create High Performance Cultures

Mindsight Annual Roadmap Conference

Mark Griesbaum

Former CIO / Managing Partner Affinity4U, LLC

Agenda

- Characteristics of a High-Performing Culture
- Leadership
- My Experiences
- Your Experiences
- Improving Team Performance
- Next Steps

Characteristics of High Performance Cultures – Part 1



Characteristics of High Performance Cultures – Part 2



Developing Talent

Companies are hiring for skills, not for growth

- Hire talent that is **ready to learn**
- Success is based on
EXPERIENCES
- **Leaders provide experiences** to
grow the team they need



Set The Tone: High Performance Cultures

What is *High Performance*?

- Expectations of leaders: high-performing team in one company may not be in another
- Vision** of the leader has to set the tone
 - Sets **expectations, dreams, and call for execution**
 - Must engage **all parts of business** in the vision
 - Should know who is on your team and who is not - early on
 - Your team is only as good as the **weakest link!**

Leadership

Big Change Efforts

- Willingness to drive change
- Commitment to drive change
- Visibility, integrity
- Commitment of leaders from other areas
 - Business
 - Vendors
- Working with external partners



BOSS



- Drives employee
- Depends on authority
- Inspires fear
- Says, "I"
- Places blame for the breakdown
- Knows how it is done
- Uses people
- Take credit
- Commands
- Says, "Go"

DIFFERENCE BETWEEN

VS.

LEADER



- Coaches them
- On goodwill
- Generates enthusiasm
- Says, "We"
- Fixes the breakdowns
- Shows how it is done
- Develops people
- Gives credit
- Asks
- Says, "Let's go"

My Experiences

- Awesome mentors and coaches
- Experiences at Continental Bank (specific project – relationship/execution)
- Experiences at Career Education Corporation
 - Grew company from \$200 Million to \$2 Billion in 5 years
 - Role of IT



Your Experiences

- Identifying high-performers
- Building teams of high-performers
- Mentoring high-performers
- Coaching weaker links



Path to a High Performance Culture



Building Your High-Performance Team

- Build your **Leadership team** – provide experiences for them to learn and grow
- Demand nothing but **excellence** and **passion**
- Demand **teamwork** with the business
- Communicate the role each individual plays on the team
- Be supportive of your team and **guide them to success**





Four Kinds of People

1. Those who make things happen
2. Those to whom things happen
3. Those who watch things happen
4. Those who don't even know things are happening



**WHICH
ARE
YOU?**



WHAT'S
NEXT



Want to find out more?

Subscribe to the **Mindsight Blog** and read
**How To Create A High-Performance Culture:
Team Talk**

<https://www.gomindsight.com/blog/create-a-high-performance-culture-ar2018/>

The Right Fit

**Where Are You
Going And
What Do You
Need?**

**Build
Experiences
To Build
Talent & Skills**



Mark Griesbaum
Former CIO /
Managing Partner
Affinity4U, LLC

mgriesbaum@affinity4ullc.com

847-830-5168

