

FUSION

Forget everything you think you know about workplace culture!

It's not about perks and parties. It's not about foosball tables and free food. It *is* about engaged employees who produce the right results and help you build a great brand.

How do you get those kind of employees? You certainly don't command your people to follow orders (good luck with that.) And you certainly don't coddle them like children.

You engage them. Excite them. Educate them. Equip them. Empower them.

You identify your overarching purpose plus the core values that will enable to you to fulfill it—and then you cultivate a culture from that foundation.

If you don't define your desired culture, your people won't get it.
If you don't cultivate it, your people won't care about it.
If you don't support it, your people won't buy it.
If you don't live it, your people won't either.

Culture doesn't just happen.
You must *operationalize* culture.
Lead it. Prioritize it. Plan it. Design it. Feed it. Measure it. Reinforce it.
Ignite it.

Culture is not incidental or incremental to business performance; it's instrumental.
Culture is not soft stuff; it's serious, significant, strategic.
Culture is not an HR tactic; it's a leadership responsibility.

Culture doesn't eat strategy for breakfast. It doesn't eat it for lunch.
Culture makes strategy possible.

And—here's the most important part—a great culture is anchored by the brand that expresses it. A great organization is on the inside what it says on the outside. A great brand is built from the inside out.

Your culture and your brand must be integrated, intertwined, and interdependent.

They must be fused together like two atomic nuclei in a nuclear reaction. Nuclear fusion releases large amounts of energy—it's what powers the sun. When fused, your culture and brand create an unmistakable, unbreakable source of sustainable power for your business.

So...culture is not enough. But culture *plus* brand is more than enough.

Create BRAND-CULTURE FUSION.

Let your culture drive you. Let your brand guide you.
And let the fusion of the two propel you to success.