



Culture Comparison

<u>Value Creation Culture Traits</u>	<u>Destructive Culture Traits</u>
1. Seeks senior judgement on most important issues	1. Doesn't seek value-added judgement
2. Gives ample notice with good summary information	2. Expects immediate response on little notice
3. Understands the benefit of team value-added	3. Views him/herself as isolated, lone ranger
4. Has a good "consensus" long-term plan and gets it over the goal line, making the most money	4. No long-term P & L focus. Always changing day to day
5. Excellent financial discipline and integrity	5. Plays games with numbers, believes no one will find out and if so, who cares?
6. Understands having to prioritize issues	6. All issues are of equal importance
7. Has respect for others' schedules	7. Believes their schedule is the only one of importance and others should simply adjust
8. Executes consensus plan to perfection	8. Doesn't like to execute anything other than his/her own plans
9. Knows the only reason we are here is to increase shareholder value	9. Forgets that the shareholder is #1
10. Provides executive summaries of quality, well prepared information and insights	10. Overwhelms senior management with data
11. Provides only high integrity information and insights	11. Gives low quality integrity data
12. I will do what is in the best interest of the Company to the best of my abilities	12. I like what I'm doing, I don't want to do anything else regardless of how important to the Company
13. Is almost never off on high side of volume estimates or on timing	13. Increases volume estimates on new products to justify existence
14. Allocates time based on highest probability and greatest return	14. Allocates time to accounts based on emotion and enjoyment
15. Optimizes profit and exceeds financial expectations	15. Attacks competition to kill
16. Will accept no excuses	16. Looks for and repeats excuses
17. Presents logical alternatives	17. Presents definitive conclusions
18. Educates the account on logic of position	18. Plays the account off against the "bad guy" (senior management) of the Company
19. Understands and plans for financial targets with major accounts	19. Has no business plan for major accounts
20. Executes aspects of plan or strategy with perfection	20. Does not follow direction