Reinventing Culture as Your Team Changes
The Problems

1. What is team culture?
2. How to transmit evolving culture?
3. How to transmit established culture?
About Patkós Csaba

Syneto
your data • our business

FeedXL
Nutrition Makes a Difference

tuts+
Just a Bunch

$#@%

How?

Why?

WTF!?!
Evolving Team

$#@%  Why?

WE do it this way
Established Culture

What kind of question is that?

Why?

$#@%
So, what is culture anyway?
WHY are you here, now, at this conference?
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Culture

Clayton M. Christensen

The Innovator's Dilemma
Process

Formal Processes

1. Displayed in public
2. Frequently read
3. Consciously followed
Informal Processes

1. Known by the team
2. Frequently thought about
3. Consciously followed
Process

Cultural Processes

1. Done by the team
2. Never thought about
3. Unconsciously followed
Process

**WHY** are you here, now, at this conference?

You are here because the company sent you

= Formal Process
Process

**WHY** are you here, now, at this conference?

You are here because the company sent you
= Formal Process

You are here because that is how you learn at work
= Informal Process
Process

**WHY** are you here, now, at this conference?

You are here because the company sent you
= Formal Process

You are here because that is how you learn at work
= Informal Process

You are here because where else could you be?
= Cultural Process
Was your answer really your **WHY**?
The WHY

Simon Sinek

Start With Why
The WHY

HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION

SIMON SINEK

WHY am I here?
The WHY

HOW do I do it?
The WHY

WHAT do I do?
Why/How/What

**WHY** are you here, now, at this conference?

You are here because the company sent you

= Formal Process = **WHAT**
Why/How/What

**WHY** are you here, now, at this conference?

You are here because the company sent you
= Formal Process = **WHAT**

You are here because that is how you learn at work
= Informal Process = **HOW**
Why/How/What

WHY are you here, now, at this conference?

You are here because the company sent you
= Formal Process = WHAT

You are here because that is how you learn at work
= Informal Process = HOW

You are here because where else could you be?
= Cultural Process = WHY
How long did it take for you to come up with an answer?
Daniel Kahneman

Thinking Fast and Slow
Thinking

Formal process = WHAT

1. Substitution bias
2. Early culture
Thinking

Informal process = HOW

1. Conscious effort
2. Evolving culture
Cultural process = WHY

1. Unconscious effort
2. Established culture
The Goal

Is there a right or wrong answer?
The Goal

Brian Tracy

How to Master Your Time
The Goal

Formal process = WHAT

1. Analyze your WHATs
2. These are your tools
The Goal

Informal process = HOW

1. Devize your HOWs
2. These are your actions
The Goal

Cultural process = WHY

1. Define your WHYs
2. These are your goals
OK, OK. But still ... what is culture?
I am Confused

Culture is when you know HOW to obtain the WHATs that will fulfill your WHY
An Example

**WHY:** make people enjoy their smartphone

**HOW:** hiring the greatest software developers

**WHAT:** easy to use great looking apps
An Example

**WHY:** be proud of our apps

**HOW:** by learning modern programming

**WHAT:** well written software
An Example

**WHY:** feel appreciated at work

**HOW:** attending 3 conferences each year

**WHAT:** great UX design
Flow

So, how to figure it out?
Flow

Finding Flow

Mihaly Csikszentmihalyi

Finding Flow
Flow

![Flow Diagram]

- Anxiety
- Flow Channel
- Boredom

Challenges

Skills

High

Low

High

Low

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Flow

Challenges

Skills

High

Low

Anxiety

Flow Channel

Boredom

GOAL

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Flow

Challenges

Low

High

Skills

Low

High

Anxiety

Boredom

Flow Channel

GOAL
Flow

Challenges

High

Anxiety

Low

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Boredom

Skills

GOAL

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Culture Transfer

Competition
Back to the basics
Culture Transfer

Mentor
Culture Transfer

Re-Introduce formal processes for everyone
Culture Transfer

Do it by example
Culture Transfer

Keep them uncomfortable
Avoid attacks
Culture Transfer

Encourage supportive talk
Culture Transfer

Create supportive climate
Culture Transfer

Create supportive climate
Culture Transfer

Create supportive climate
Recap

Culture is your why-how-what. Accept new members, and grow together. Take a step back, start over if needed.