

# Culture from the beginning.

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# When you started your business...

- Business plan
- Strategy
- Financing
- Branding
- Product or Service

# How much time did you spend considering...

- Your culture?
- What is most important for you?

# Culture determines...

- How
- Essence

# Culture for the Solo Entrepreneur

# Cultural Expressions

- Personality
- Character
- Language
- Behavior

Patterns become behaviors.

Behaviors becomes culture.

Culture becomes DNA.

DNA becomes Identity.

- Dr. Henry Cloud

The unexamined life is not  
worth living.

- Socrates



What is your culture today?

What do you want your culture to become?

What patterns and behaviors do you need to adopt to change your company culture?

How will this change impact your organization and performance?

# The Fisherwoman



ΚΑΝΟΝΗΣ Α.Π.619

Where does her brand culture go?  
How far does it reach?

How long does it linger?



This is an example of how culture can impact reputation and success!

# HOMEWORK:

Values

Practices

Behaviors

# Thank you!

NACWE Special!

1 Hour Culture Consultation

\$90

Values, Principles, Practices



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