



# *Kevin Ames*

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 Ames Leadership Institute





**GREAT CULTURES**

- Shared Values
- Common Direction

# CULTURE

What is it?

How important is it?






# Vibrant Community

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Love what they do

Love who they do it with

Love who they do it for



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“I came to see, in my time at IBM, that culture isn’t just one aspect of the game, it is the game.”

Louis Gerstner  
Former CEO, IBM

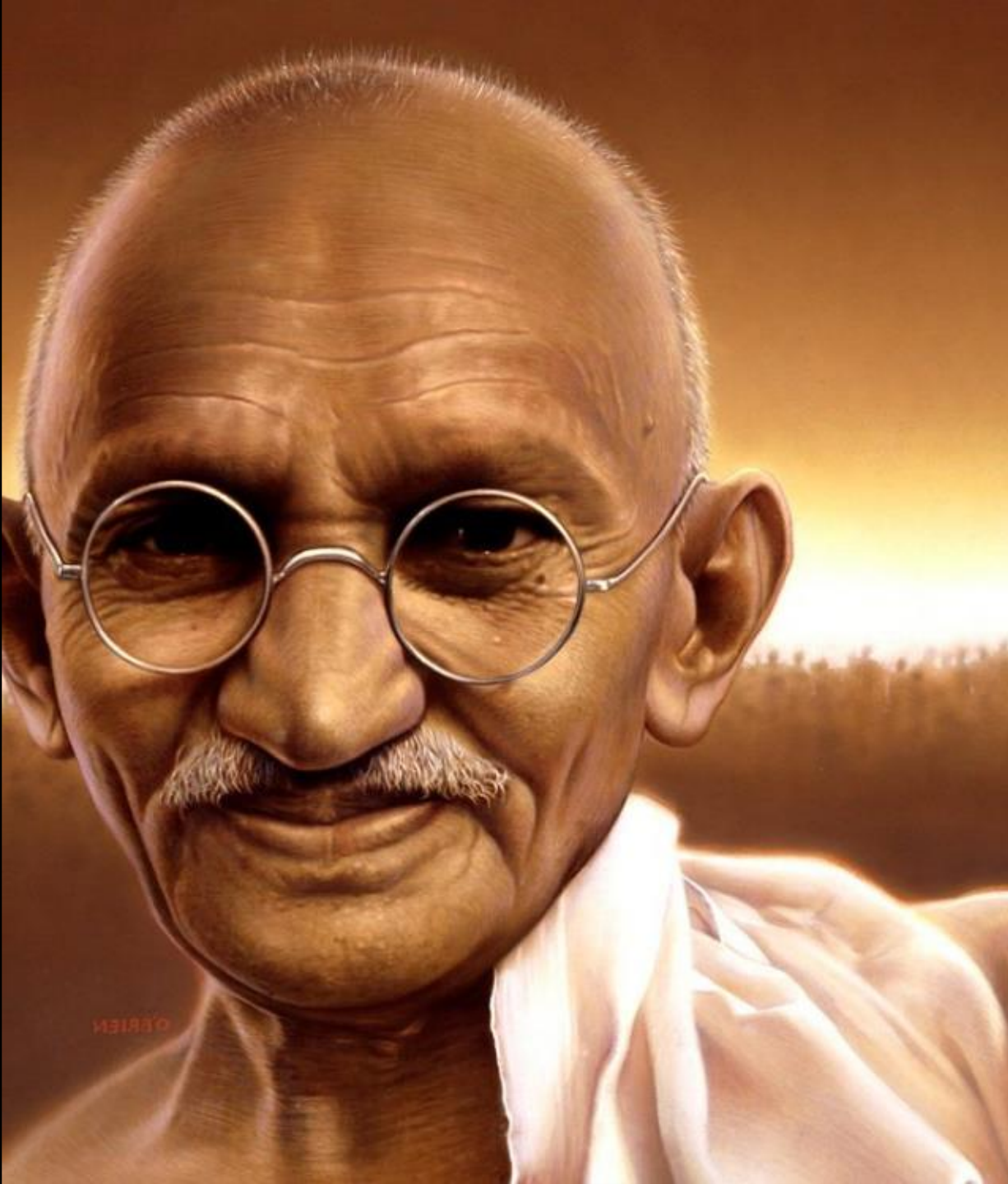


# ENGAGEMENT

Engagement is not an organizational destination that we arrive at and survey for.

Engagement is a choice; a decision made one heart and one mind at a time.

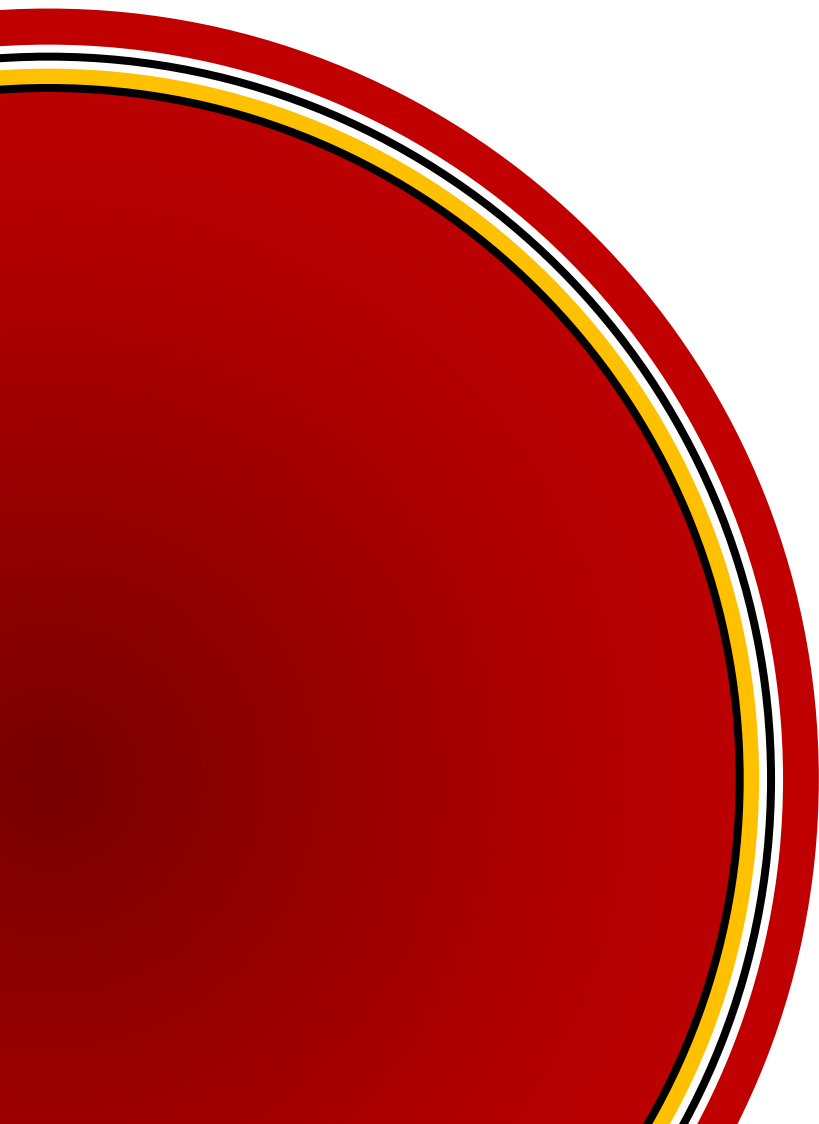




A nation's culture  
resides in the hearts  
and in the soul of its  
people.

Gandhi





Engagement requires discretionary effort by employees:

You can't force me to engage.

You can't say 'I demand you to engage'.

If I'm going to do it, I'm going to dig down deep inside myself.

The greatest motivation in life isn't money

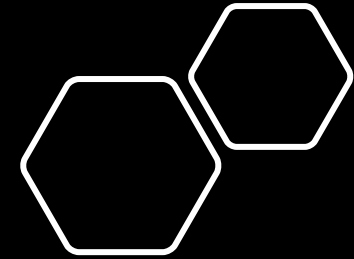
It's **OPPORTUNITY**

To Learn

To Grow in responsibility

To Contribute to the wellbeing of others

To be Recognized for achievement



# Employee Experience



Meaningful



Purposeful



Skills Used



Appreciated





On Purpose – By Design



What are the characteristics of effective cultures?

# Desired Characteristics



Proactive



Synergistic



Efficacious



Within everyone  
lies the seeds of  
greatness!

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Place people  
in a position  
to succeed





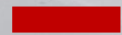
Provide all the  
conditions necessary  
for growth

# Transition

From individual achievement to collective achievement



Collective Purpose  
Collective Power  
Collective Passion  
Collective Genius



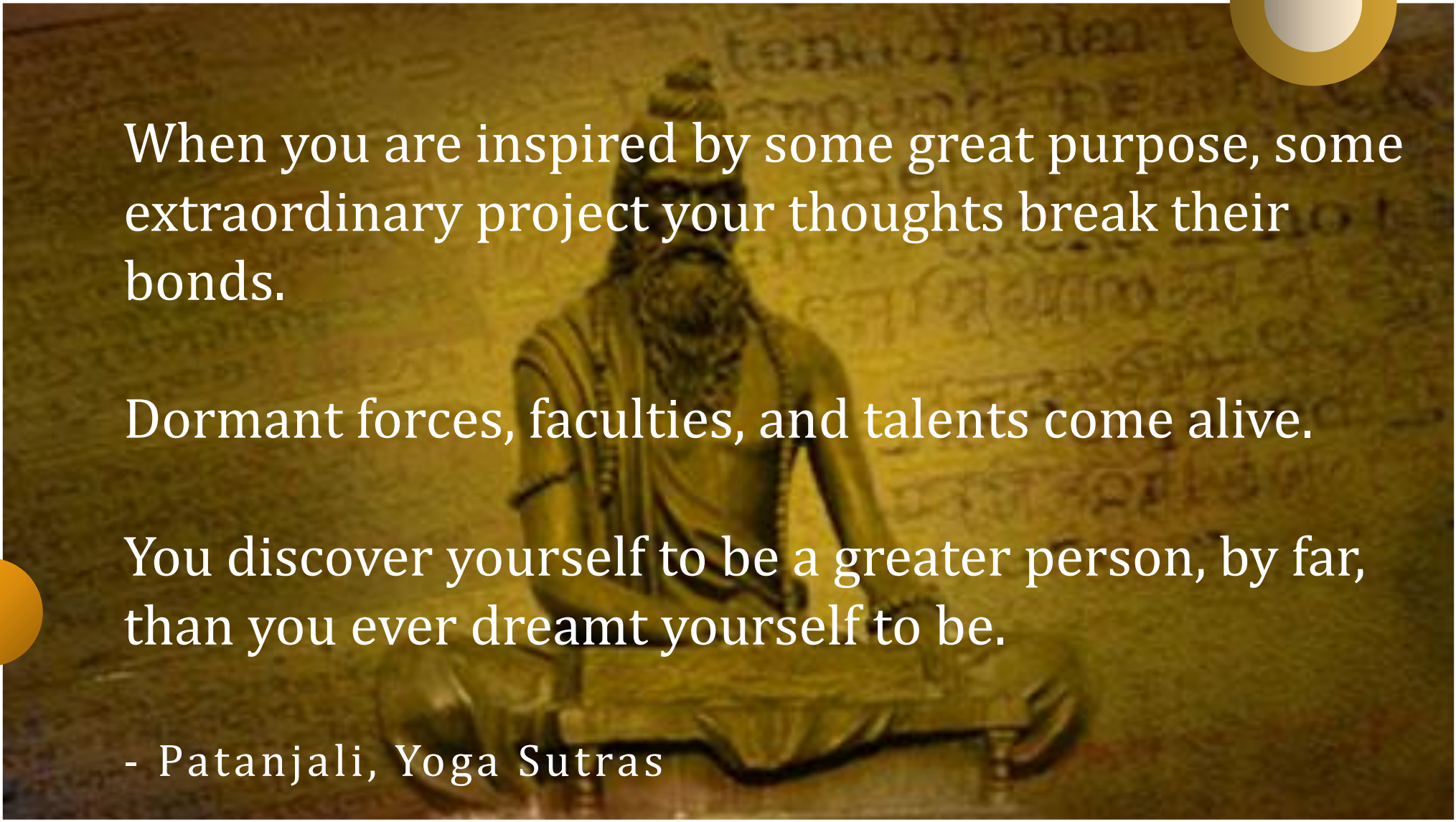
We have come to see that when an authentic purpose permeates the business strategy and decision making , the personal good and the collective good become one.

- HBR



## Connection to Purpose

Leaders connect employees to the higher calling of the organization, the why of their work, and how the individual employee contributes.



When you are inspired by some great purpose, some extraordinary project your thoughts break their bonds.

Dormant forces, faculties, and talents come alive.

You discover yourself to be a greater person, by far, than you ever dreamt yourself to be.

- Patanjali, Yoga Sutras

# Connection to Accomplishment

Leaders connect their employees to new ways of working, new skills, and their accomplishment. This isn't just about the end goal, it's about the journey getting there.









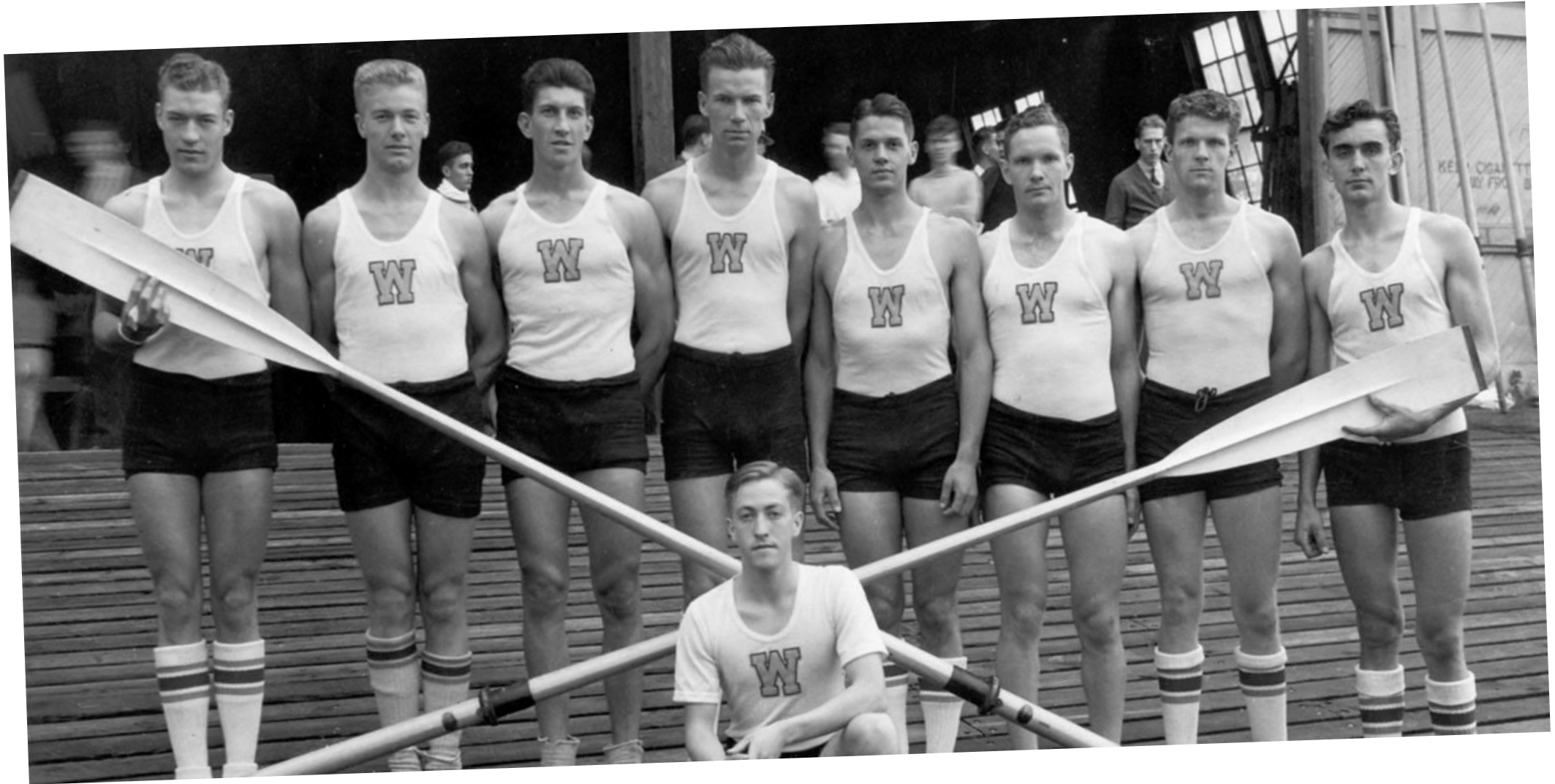
## Connection to One Another

Leaders that connect employees to each other build strong teams, enable strong networks.

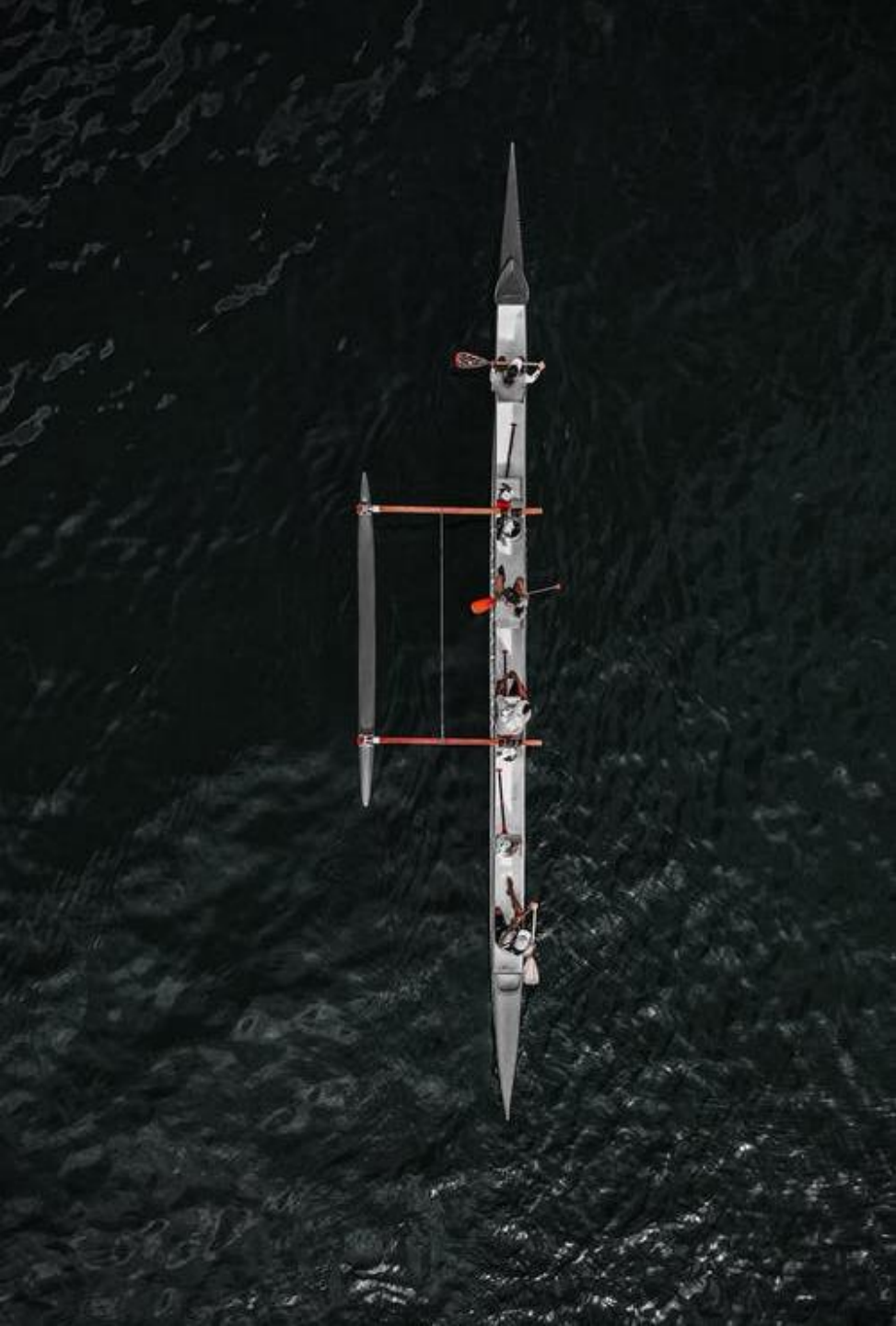
The greater the loyalty of a group toward the group, the greater the motivation to achieve the goals, and the greater the probability of achieving its goals.

- Rensis Liket





The Boys of '36



“We became one with the boat and our fellow oarsmen and felt ourselves as giants, since ones’ own powers applied to the shell was multiplied by eight.”



The  
business  
of  
business  
is  
People!



Leadership  
is the Key





[amesleadershipinstitute.com](http://amesleadershipinstitute.com)

[kevin@amesleadershipinstitute.com](mailto:kevin@amesleadershipinstitute.com)

(801) 759-8279

