



You are an architect of the corporate culture. You shape it by how you behave. Every single thing you do serves as one more building block in the habit patterns that make up the personality—the culture—of the company.

In time the culture takes on a life of its own. It gains power and influence. And as the habits grow stronger, the culture begins to shape your behavior more and more.

Culture can be very controlling. But powerful as it might be, the culture cannot change without permission from the people.

The problems come

when the world changes but the culture can't...because people in the organization won't give it a chance.

Today—in our world of high-velocity change—the culture needs your help in order to break its bad habits. You need to teach it better ways to behave. It relies on you to give it a new set of responses that hold more promise for the future.

