

Your Healthy Culture Starts With Trust

Wake Up West Coast
October 2019

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The misconception of

alignment

Something to remember

Alignment implies minimum
input of energy, **maximum**
output of performance.

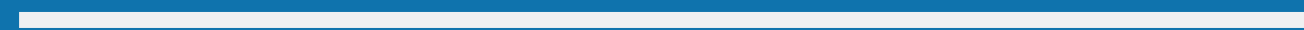
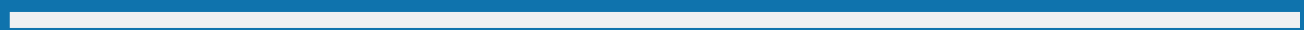
Something to remember

When we focus on agreement,
we focus on the **decision**, not
the **destination** .

Something to remember

We can only bypass agreement
through **trust**.

An unlikely
Start



Something to remember

Don't get stuck in the **textbook** .

A greater sense of

Purpose

Something to remember

People no longer want to work
for a **job**, they want to work for
a **cause**.

Something to remember

People show up for **purpose**,
but they stay because of **trust** .

Trust is a

Talent

Magnet

Something to remember

If I **trust** you and you trust her,
then I'll probably **trust** her too.

At the gaps

Innovation

happens

Something to remember

Your **purpose** must be worth
crossing the gap.

Something to remember

Culture bridges gaps that **process**
cannot.

Something to remember

Innovation through **risk**, risk
through **trust**.

We stood by our
Values



Something to remember

Purpose is what you move towards, but **values** are the way you are willing to get there .

Something to remember

Values are laws stated as **positive**
behavior.



But it's not because
(sometimes it's rough), but
gives me a chance to try some
make a tweak, turn a knob, pull a
sometimes we put in a nickel and we get
a plastic egg with green slime, but every
once in a while there's gold inside and that
keeps me coming back for more.

I SCOOP MY DOG'S POOP.

SOMETIMES I EVEN HAVE TO KEEP IT IN MY
POCKET BECAUSE I FORGOT THOSE LITTLE BAGGIES.
IT'S NOT MY POOP, SURE, BUT IT'S MY DOG AND
I OWN HIS S**T LIKE IT WERE MINE.

When we wrote things down

Strategy

happened

Something to remember

Osmosis doesn't scale, **strategy**
scales.

Trust

Something to remember

Trust will set you free.

Get in touch

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Thank you.