

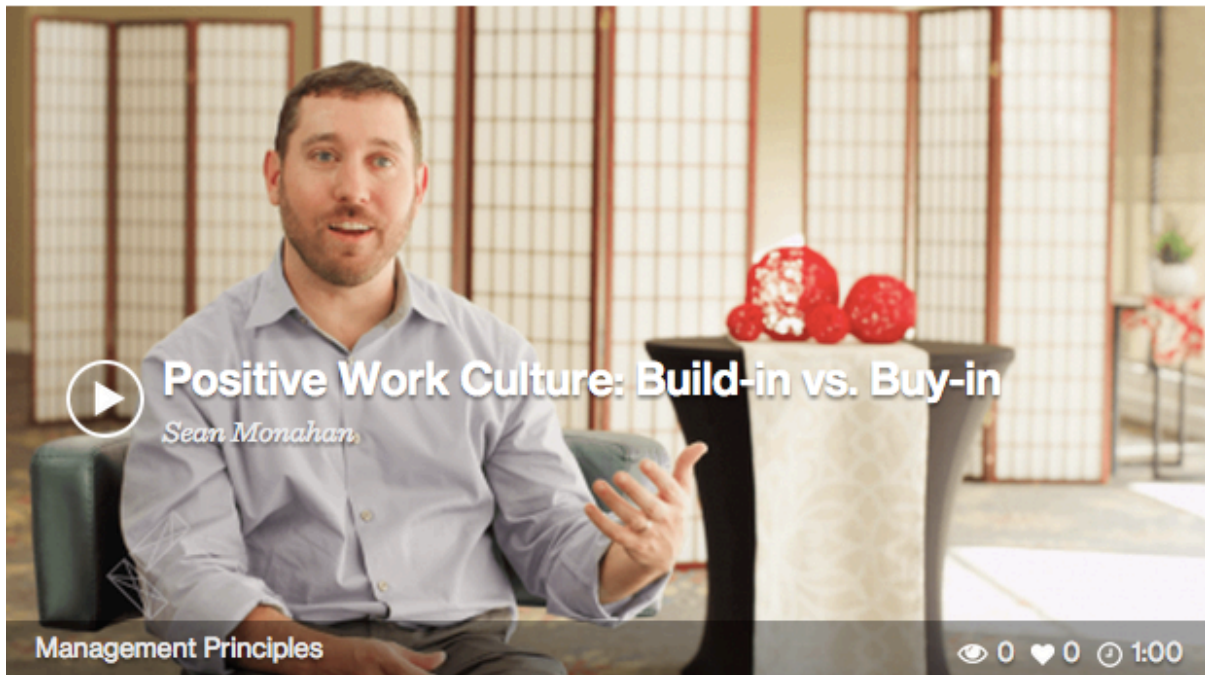
From: Leadercast noreply@leadercast.com
Subject: Positive Work Culture: Build-in vs. Buy-in
Date: July 16, 2015 at 6:31 AM
To: amanda@mequoda.com



Daily Update • July 16, 2015

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As an instructor who helps build organizational leadership using improvisational comedy techniques, Sean Monahan believes that the best cultures are those where everyone feels as if their voice is valued. It's this culture that creates "build-in" vs. "buy-in" – an effective approach to employee engagement and building collaborative, communicative teams. When you aim for buy-in, you're essentially selling people on something; when you aim for build-in, you get their willingness to participate.

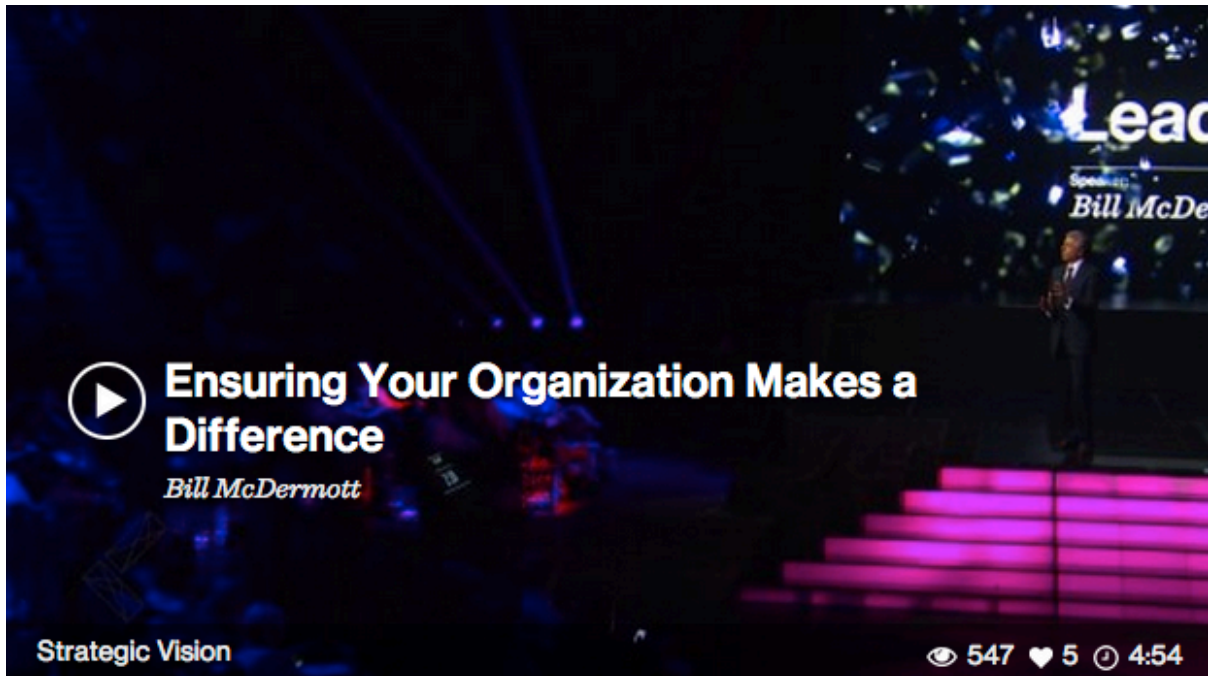
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This is a world where purpose matters like never before. You and those around you want to be a part of something that is really making a difference. Bill McDermott, CEO of SAP AG, talks about the strategic focus that unified SAP around a purpose of building a business that reflects where the world is going, not where it has been. The power of what we do is not just in the day-to-day, it's in thinking big — way beyond ourselves — to change the world, make it run better, and improve peoples' lives.

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The longer you are in your organization, the less aware you become of your culture. People new to the organization, however, are typically very aware of the culture and environment, but the people who have been there the longest tend to be the least aware. Andy Stanley discusses the best way to ensure that your organizational culture stays strong.

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