

"Culture Eats Strategy for Breakfast" Peter Drucker

A Healthy Culture:

- Increases job satisfaction
- Increases employee retention

Entrepreneurs/leaders must:

- Commit to "the Gain" & build a healthy culture
- Hire only employees who are "in the Gain" mindset
HOW? Evaluate with behavioral interview questions

Ways to improve "the Gain" in your company:

- Monday Morning Huddle
- Begin every team meeting with Positive Focus
- Include it as a Core Value

The VisionSpark Hire with Confidence System™ vets candidates for
"the Gain" mindset