KAUFFMAN FOUNDERS SCHOOL

"You have to persevere to turn a vision into a reality. You have to have a passion for inspiring other people, whether it's your employees, your customers or investors. And the reward is seeing the impact your company can have on people."
- Matt Blumberg

Building Your Company Culture: Building the culture of your company starts even before day one. Be intentional about the values of your organization. The minute you have two people working together, you develop an organizational culture and identity. If you're not out in front of that and steering it, one might develop that you may not like.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. What were the reasons I wanted to start this company?

2. What were the values I wanted this company to have? Are they evident today? If not, how do I instill the missing values in my organization?

3. How do I collect reflection on the direction and culture of the business?

4. What processes do I have in place to turn values into our daily culture?

Questions for your team

1. What are the top values of the company?

2. How are they reflected in the business?

3. Where are the disconnects between our values and our operations?

Readings

Notes:

Founder Genius

Notes:

Other Related

Notes:

Tools

Notes:

Startup CEO
Building Your Company Culture

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