

- ① **Read Netflix Company Values article:** As a leadership team define 4 core values critical to developing a strong and sustaining culture. Are we living these values? Do these values pass “the Value Litmus Test?”
- ② **Answer Lencioni’s 6 questions:** From Patrick Lencioni’s book, *The Advantage: Why Organizational Health Trumps Everything Else in Business*. Why do we exist? How do we behave? What do we do? How will we succeed? What is most important, right now? Who must do what?
- ③ **Define what it means** for a person to be a “fit for our culture?”
- ④ **Assess the quality of your team:** Are we hiring “A” players? Who are the “keepers” that can scale with the company? Have we moved out underperformers/lack of culture fit soon enough?
- ⑤ **Ask yourselves** if you are proactively building a customer-centric and sales-oriented culture.