

Celebrate What Makes Your Company Unique

Publication

11.10.14

Rick Grimaldi and Lori Halber's article "Celebrate What Makes Your Company Unique" was featured in *Region's Business* on November 10, 2014.

Aside from brilliant reputations, what do Michael Jeffries, Steve Jobs, Mark Zuckerberg and Walt Disney have in common? They created strong and unique cultures at their companies that drove meteoric success.

It's no coincidence that the word "culture" is derived from the Latin word "cult." Companies that immerse their employees into their culture achieve greater success in part because everyone buys into the company's mission. According to Frances Frei and Anne Morriss at Harvard Business Review: "Culture guides discretionary behavior and it picks up where the employee handbook leaves off. Culture tells us how to respond to an unprecedented service request. It tells us whether to risk telling our bosses about our new ideas, and whether to surface or hide problems. Employees make hundreds of decisions on their own every day, and culture is our guide. Culture tells us what to do when the CEO isn't in the room, which is of course most of the time."

To read the full article, please visit *Region's Business*.

Related People



Rick Grimaldi

Partner

410 230 2136

