

**Gold People, Purple Cows &
the Power of Great Culture**

Great news!

What is this session about?

Your humans

Your company

And how to make both better

You can take action
when you leave.

We're all emotionally frayed.

11%

33%

Some fundamentals about
working with humans...

- Personality types

Gender

Birth order

Work styles

Communication styles

World view/point of view

Gain > Self-awareness and
Others-awareness

Options...

Myers-Briggs

DISC

True Colors

Enneagram

Strength Finder

Working Genius

Pick one...and use it.

Goals: To be more self-aware AND learn to recognize where other 'are' so you can communicate better.

Your culture is not static. It
changes.

It requires your attention.

Only the best cultures
flourish. Others flounder.

**A few places to
start...**

Sharpen this skill:

How to start talking about
challenging topics

Trust & Vulnerability

Empowerment & Accountability

Nice vs Kind

Give Grace

servant HEART



SHIFT

Answer this Question:
Why should someone do
business with you?

Remarkable wins

Be worth talking about

Think of your company as
your most important
product....

...what are its
features?...what do we do
well?

...what are our bugs?

How does that translate to
your products & services?

When your culture &
people are right, great
products result.

Acting on this info...

as a CEO or Leader?

as a Board member?

as a Staff member?



Right culture = people
drive purple buses!

The news is still great.

What is on your mind?

***I appreciate you spending
your time with me today!***

Douglas Pals

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