



COMPANY CULTURE

ENGINEERING

• • •

**SOFT SKILLS CODIFIED:**  
**Your Company Culture Operating System**



Aaron Schmookler, Co-Founder & CEO  
[aaron@theyesworks.com](mailto:aaron@theyesworks.com)  
253-301-8004

Curing organizational  
dysfunction:

THERE ARE REASONS  
PEOPLE BEHAVE THE  
WAY THEY DO.



# CULTURE

(Deliberately engineered,  
or take what you get.)

# Culture is... Patterns of Behavior & Attitude

- Accountability is culture
- Initiative taking is culture
- Innovation is culture
- Leadership is culture
- Engagement is culture
- Discretionary effort is culture
- Cooperation is culture
- Long tenure is culture
- Conflict is culture
- Turnover is culture
- Neglect is culture
- Pass-the-buck is culture
- Entitlement is culture
- Clock-watching is culture
- Info-hoarding is culture
- Territoriality is culture

Which culture

do you want?

What will get you there?





When you complain – or hear complaints – about the behavior and performance of the people in your company...

What are those complaints?

The people in this company should just \_\_\_\_\_.

The people in this company should just stop \_\_\_\_\_.



Who am I being...

How am I being...



That this persists?

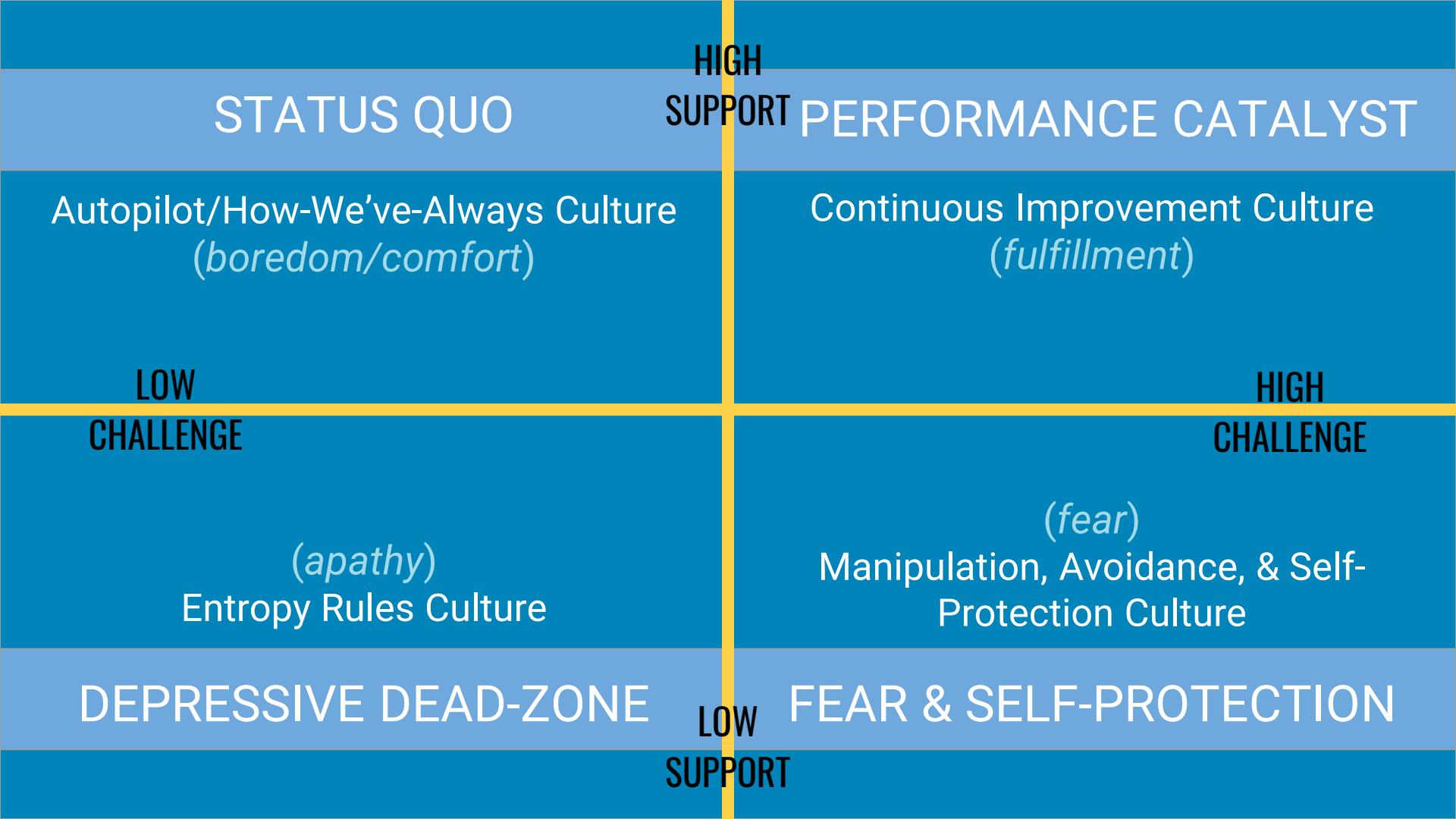






# HUMAN SKILLS

(ain't nothing "soft" about 'em)



HIGH  
SUPPORT

STATUS QUO

PERFORMANCE CATALYST

Autopilot/How-We've-Always Culture  
*(boredom/comfort)*

Continuous Improvement Culture  
*(fulfillment)*

LOW  
CHALLENGE

HIGH  
CHALLENGE

*(apathy)*  
Entropy Rules Culture

*(fear)*  
Manipulation, Avoidance, & Self-Protection Culture

DEPRESSIVE DEAD-ZONE

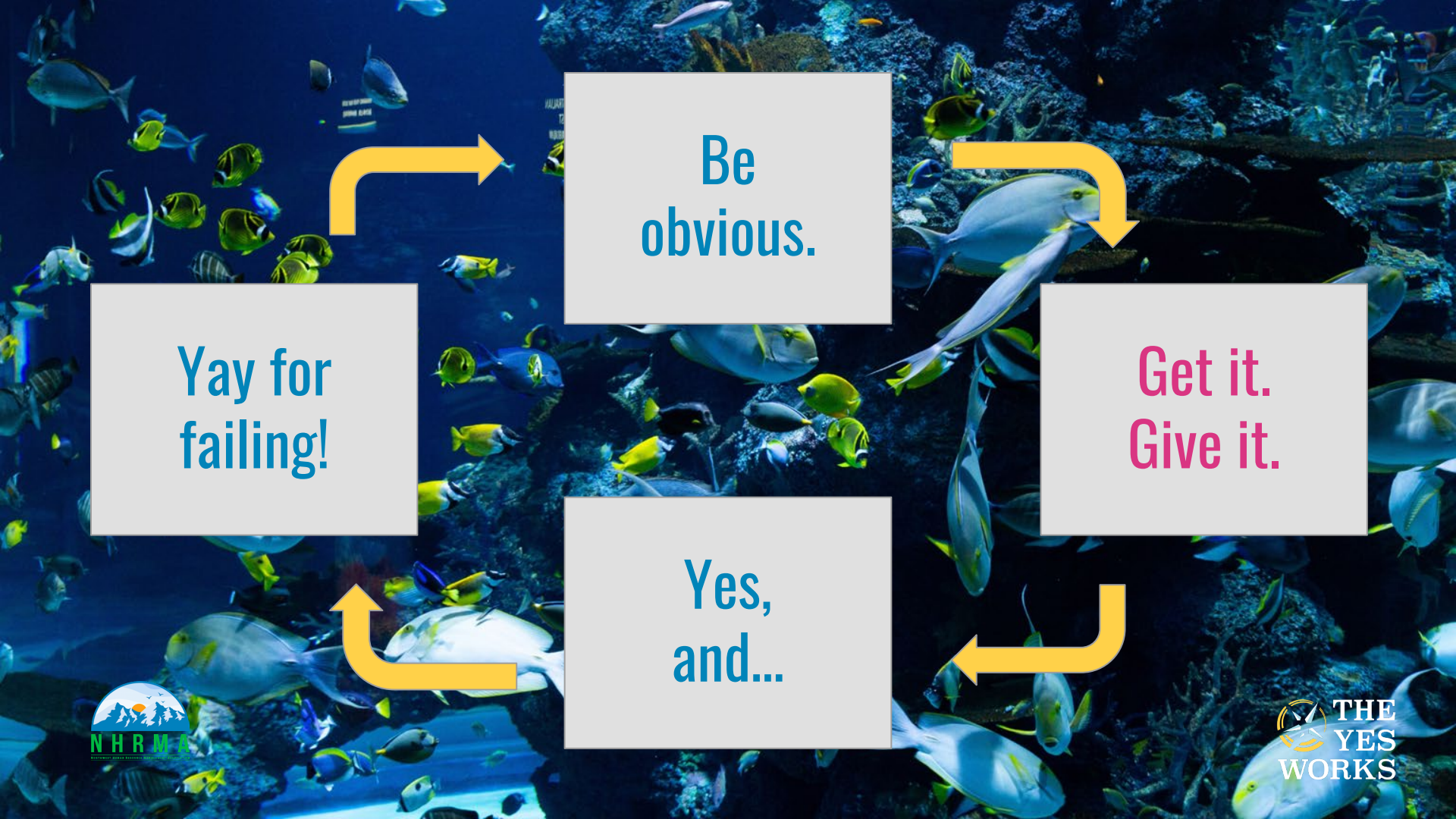
LOW  
SUPPORT

FEAR & SELF-PROTECTION

# RESPECT

(Often asked for. Rarely  
Defined.)





Be  
obvious.

Yay for  
failing!

Get it.  
Give it.

Yes,  
and...



# TEAMIFICATION

The new Culture-Operating-System  
that's creating **Legendary Teams.**

**MOMENTUM | AGILITY | INNOVATION | SUSTAINABILITY**



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