

# CULTURE TRUMPS everything®

The unexpected truth about the ways  
environment changes biology,  
psychology, and behavior

## BIOGRAPHY



**Dr. Gustavo Grodnitzky** is a speaker, consultant, psychologist, and author whose diverse background brings a unique and multidimensional perspective to his global clients. After obtaining his Ph.D. in clinical and school psychology, he completed post-docs in both cognitive therapy and forensic psychology. He previously ran an inpatient drug rehabilitation unit in a correctional institution and an outpatient mental health center.

Since the year 2000, Dr. Gustavo has focused on engagements with corporate clients and has worked with Global 1000 companies around the world, as well as with smaller, often family run, businesses. As a professional speaker and consultant, he has delivered more than 2,000 presentations on a variety of topics, including corporate culture, emotional intelligence, building trust in organizations, and integrating multigenerational workforces.

Dr. Gustavo's recent book, *Culture Trumps Everything: The Unexpected Truth about the Ways Environment Changes Biology, Psychology, and Behavior*, investigates the powerful ways that organizational culture impacts the creation of "quintessence" in organizations. It is this quintessence – the balance of connectedness, trust, shared common language and time perspective in an organization's culture – that ultimately determines the success and sustainability of organizations. If we want to ensure the best possible outcomes for ourselves and our organizations, we must focus on developing an organizational culture that fosters quintessence – and leads to success for all stakeholders – because...culture trumps everything.

When not traveling to see clients or give presentations, Dr. Gustavo lives with his dog and cat in Denver, Colorado.

**EXERCISE:**

Creating a subculture with two new rules:

1.

2.

# CULTURE TRUMPS everything

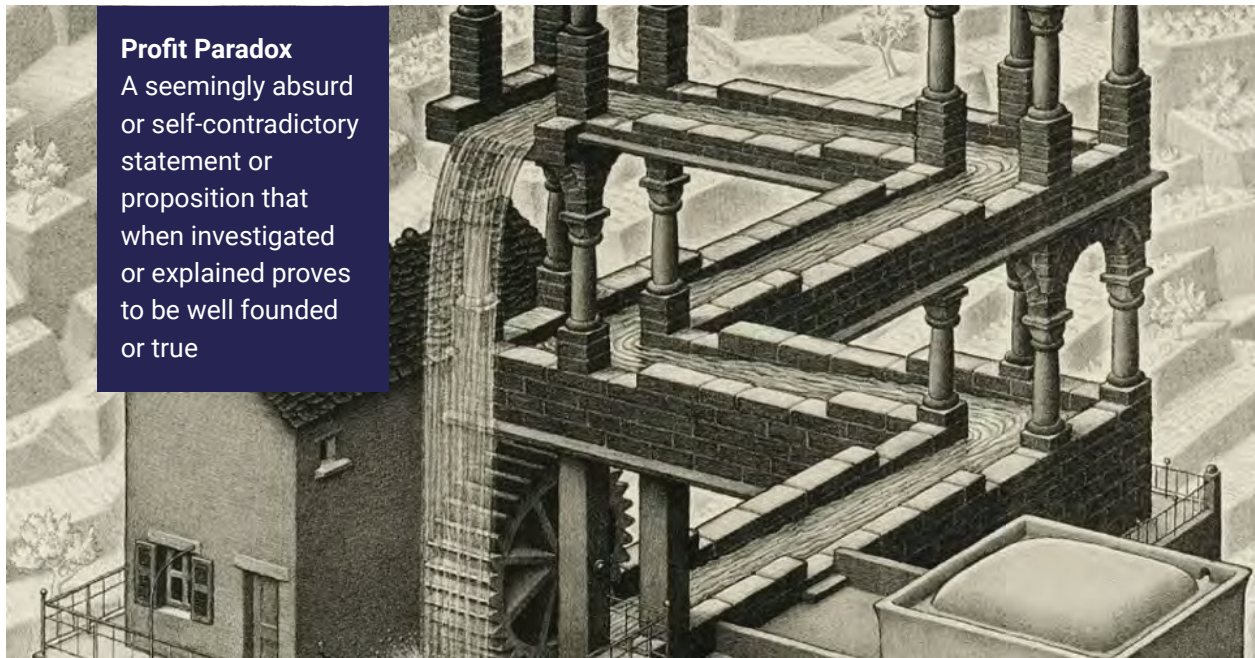
1. Culture-Shift Steps
2. Profit Paradox
3. Culture Factors
4. Results
5. Debrief

NOTES:

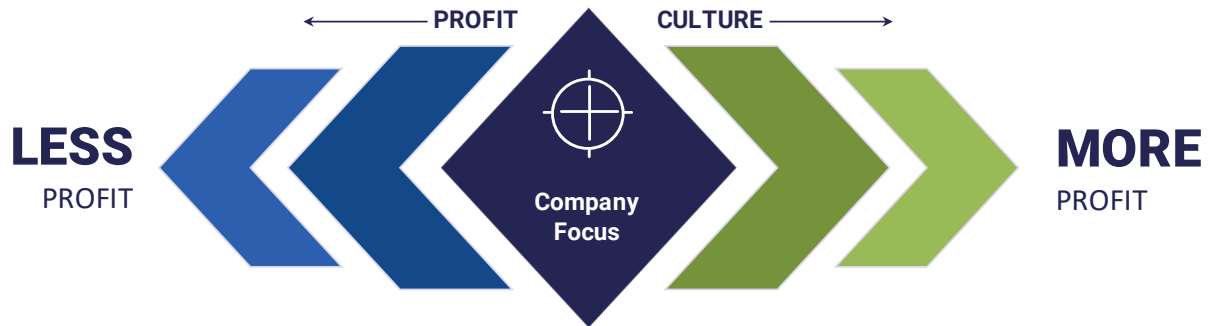
**Keep Track!**

Anytime you observe one of the following steps during the meeting, please make a note here for discussion at the end of the program.

**1. Display the behavior****2. Experience the Behavior (Performance standard, responsibility, authority)****3. Ritualize the Behavior**
**3.1 Accountability****3.2. Be supportive. Be understanding****3.3. Use Leadership Superpowers****4. Monitor the behavior over time**

**NOTES:**

## Profit Paradox



### Paradox

Classic Capitalism vs. Social Capitalism  
Shareholders vs. Stakeholders

Factors of Production: Capital, Labor, Land



Profit follows performance for all stakeholders

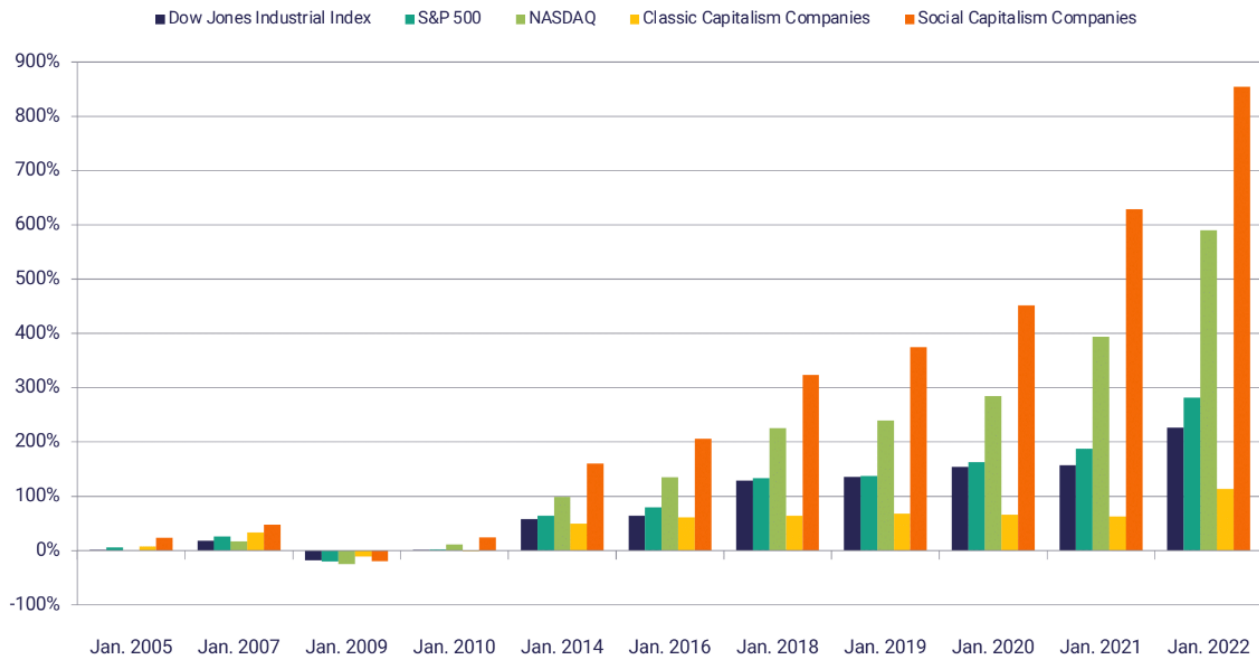
### KEY FEATURES:

Classic Capitalism:

Social Capitalism:

# Profit Paradox

## PROFIT COMPARISON



©"Culture Trumps Everything" by Gustavo Grodnitzky, Ph.D.

### KEY TAKEAWAYS:

1.

2.

3.

# Culture Trumps Psychology

## ABCs of LAW ENFORCEMENT

- A** **Average** to above average intelligence
- B** **Behavior** that is free from psychopathology
- C** **Conscientiousness**



### KEY TAKEAWAYS:

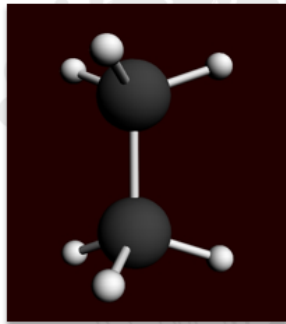
1.

2.

3.

### WHAT ABOUT CULTURE FIT?

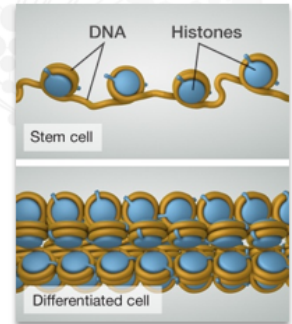
# Epigenetics



**METHYL GROUP:**  
Light Switch  
(On/Off)



**HISTONE:**  
Dimmer Switch  
(High/Low)



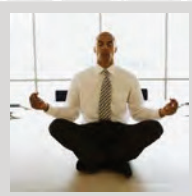
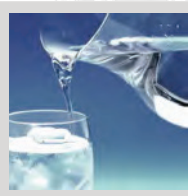
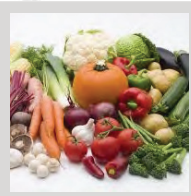
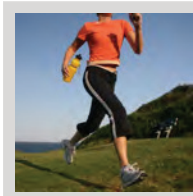
## KEY TAKEAWAYS:

1.

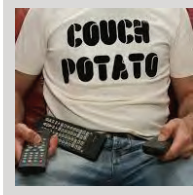
2.

3.

## Epigenetics



- Epigenetics do change
- Changed by how we live (what we do, eat, drink and how we manage stress/adversity)



### KEY TAKEAWAYS:

1.

2.

3.

Culture  
Factor | 1



## Connectedness

NOTES:

Culture  
Factor | 1

## Connectedness

COMPETITIVE DRIVES ARISE WHEN PRIMARY DRIVES ARE STIFLED



NOTES:

## Connectedness Exercise

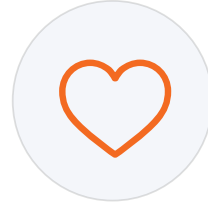
## Connectedness can be demonstrated in variety of ways



## Cognitive



## Physical



## Emotional

### EXERCISE:

<p><b>1.</b></p> <p><b>2.</b></p> <p>Conclusion:</p>	<p><b>1.</b></p> <p><b>2.</b></p> <p>Conclusion:</p>	<p><b>1.</b></p> <p><b>2.</b></p> <p>Conclusion:</p>
<p>Action:</p>		

# Connectedness

COGNITIVE

- Taking the perspective of others
- Understanding their circumstances
- Understanding their challenges



NOTES:

Culture  
Factor | 1

## Belong – Cause



### CAUSE

- Meaning
- Significance
- Big Picture
- Purpose
- Profit?

### How does what you do:

- Change the world?
- Change human experience in the world?

MISSION:

CAUSE:

## Belong – Cause

SMITH CORONA | 100 year history of innovation

“Build the best typewriter in the world”

1886	First typewriter with upper/lower case
1906	First portable typewriter
1957	First portable electric typewriter
1960	First powered cartridge return
1973	First removable cartridge
1984	First word eraser
1989	First laptop personal word processor
1989	Revenue still growing, \$500M

### NOTES:

Culture  
Factor | 1

## Belong – Cause

**SMITH CORONA + ACER**

1991 Smith Corona partnered with Acer computer company

1992 *Many people believe that the typewriter and word processors is a buggy whip industry, which is far from true. There is still a strong market for our products in the US and in the world.*  
G. LEE THOMPSON, CEO

1995 Smith Corona filed for bankruptcy for the first time.

**Acer later became the 4th largest computer manufacturer in the world**

**acer**  
ASPIRE Series

### EXERCISE: DEBRIEF VIDEO

# Quintessence

## THE FIFTH ELEMENT

### Quintessence in Organizations and Groups (Fifth Culture Factor)

- Connectedness
- Trust
- Language
- Time Perspective
- Quintessence

### Quintessence

- Gives organizations and groups life
- Creates commitment and dedication that fuels growth and expansion
- Attracts customers and employees in ways that makes it impossible for them to do business or work elsewhere

### NOTES:

# Cultivating a Culture of Success

## DEBRIEF



### Connectedness

Relationships  
Cause



### Quintessence

## NOTES

## Ritualize a new Behavior in the NEXT 30 DAYS

Complete the following plan to ritualize a new behavior, then execute over the next 30 days.

### 1. Display the Behavior What is the behavior:

### 2. Experience the Behavior

Performance standard, responsibility, authority. What behaviors will **you** commit to in order to ensure members of your culture experience the behavior you want to see?

### 3. Ritualize the Behavior

**Accountability.** What backsliding or obstacles do you anticipate? How will you overcome them?

**Be supportive. Be understanding.** What words or phrases will you use to demonstrate that you're supportive and understanding?

**Use Leadership Superpowers: Recognition, praise, and gratitude.** When will you show recognition, praise and gratitude? How will you communicate it?

### 4. Monitor the behavior

What signals and metrics will you use to ensure the behavior is being ritualized?

## Ritualize a new Behavior in the NEXT 30 DAYS

Complete the following plan to ritualize a new behavior, then execute over the next 30 days.

EXAMPLE

### 1. Display the Behavior What is the behavior:

Working collaboratively and sharing responsibility for accomplishments. IE. "Joe and I worked on this..."

### 2. Experience the Behavior

Performance standard, responsibility, authority. What behaviors will **you** commit to in order to ensure members of your culture experience the behavior you want to see?

- I will strongly encourage work in conference rooms rather than an office.
- I'll ask in meetings for team members to share the outcomes of their collaboration.
- I'll ask questions like "who are you working with on this project?" a standard question of discussion.

### 3. Ritualize the Behavior

**Accountability.** What backsliding or obstacles do you anticipate? How will you overcome them?

<<please fill out>>

**Be supportive. Be understanding.** What words or phrases will you use to demonstrate that you're supportive and understanding?

- Oooh, that wasn't exactly what we agreed to. Can we try that again?
- That was a good effort but didn't quite make our standard. Let's try that again?
- That was really close. I know you can do it because you've done it before

**Use Leadership Superpowers: Recognition, praise, and gratitude.** When will you show recognition, praise and gratitude? How will you communicate it?

In meetings, I'll ask for a team member to recognize someone else that they collaborated with this week and I'll praise both the recognizer and the recipient. "Thank you for being so collaborative and sharing the credit, that is exactly who we are."

### 4. Monitor the behavior

What signals and metrics will you use to ensure the behavior is being ritualized?

- Are team members giving credit to others?
- Are they taking credit themselves, always working alone?

## Culture Transformation Academy

# GMC GENERATIONS MASTER CLASS

## Maximize the performance of Gen Zs & Millennials in the workplace

Gen Y (Millennials) are stepping into critical leadership and decision-making roles, wanting to change the world and the organizations they are part of. Gen Z is surging with creativity, passion, and the drive to succeed. But what motivates, retains, and builds loyalty in these younger generations versus older generations in the workplace?



### Product Overview

In this five-part, self-paced online course, learn how to engage the largest generation in today's workforce — the future leaders of your company. Dr. Gustavo will teach you specific, concrete steps to motivate, compensate, attract, and retain these high-caliber recruits. Become a leading, destination workplace by understanding and leveraging Gen Zs and Millennials in the workplace.

This program will provide a roadmap to steer your culture toward one that creates raving fan employees – particularly your millennial employees.

Participants will learn clear, specific, and concrete steps you can use to more effectively motivate, compensate, recruit and retain these future leaders.

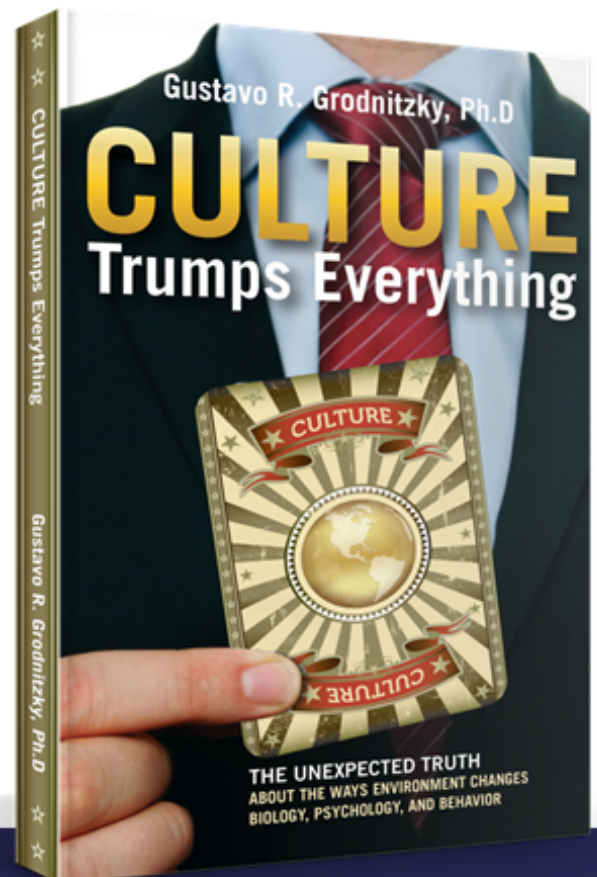
**[drgustavo.com/online-courses](http://drgustavo.com/online-courses)**

# Thank You

KEYNOTES

WORKSHOPS

MASTERCLASSES



[www.drgustavo.com](http://www.drgustavo.com)



Gustavo Grodnitzky



[Gustavo@drgustavo.com](mailto:Gustavo@drgustavo.com)



@CultureTrumps