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**CULTURE THROUGH
MICRO-BEHAVIOURS**

**CULTURE ISN'T DECLARED.
IT'S DEMONSTRATED.**



THE SHIFT

It's not what you say you value.

**It's what you consistently
reinforce.**



THE CONTRAST

Values on slides.

Signals in behaviour.

Only one shapes culture.



BUILD IT

- **Notice what gets praised**
- **Address small misalignments early**
- **Reinforce standards consistently**
- **Close feedback loops quickly**



WHAT BEHAVIOUR ARE YOU UNINTENTIONALLY REWARDING?

STONE SOUP COACHING

