

# STAN SLAP CRACKS THE CODE ON CORPORATE CULTURES\*



While you are reading this sentence, three groups will decide the success of your business: your managers, employees, and customers. Within each of these cultures, you face one problem that has the biggest impact on your enterprise and one solution that is most valuable, coveted, and elusive. And whether problem or solution, they're evolving around one thing: commitment.

I've spent years cracking the code on these problems and my company's solutions are the highest-rated in many of the world's highest-rated companies – companies that don't include "patience" on their list of corporate values. These solutions are the subjects of my keynotes, too. Some may say I'm simple to boil it down to a single concept; I prefer to call myself "focused."

In a manager culture, the key issue is emotional commitment. It is the ultimate trigger for any manager's discretionary effort and is worth more than their financial, intellectual, and physical commitment combined. In an employee culture, the key issue is gaining fierce support for strategic and performance goals. A successful strategy isn't planned well; it's implemented well. You can't sell it outside if you can't sell it inside.

The ultimate achievement in commitment from a customer culture is when you become branded. Branding is a reaction, not an action – it is a vote of faith from a customer culture and can't be claimed or demanded by a company; it has to be given. Not only that but, to be a successful brand – compelling, competitive, and durable – you must be branded for *how* you sell, not just *what* you sell.

Focusing on corporate cultures is what I do and commitment and branding is what happens when I do it, but they are not why I do it. I want to make the business case for humanity. My most urgent recommendation to any manager is: Be Human First. A Manager Second.

The world has somehow gone insane on our watch. What can you do about it? You can fall back to your own community – not just the one chosen by you outside of the job, but the one assigned to you inside the job – and in the name of what you know to be right, start by making that world a better place.

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