



# Unlocking the Secret Behind your Company Culture

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Insperity®

# About Insperity®

YEAR ESTABLISHED

1986

SERVICE TEAM AVERAGE

12+ YEARS  
of experience  
in their fields

WE SERVE BUSINESSES WITH EMPLOYEES FROM

5 TO 5,000

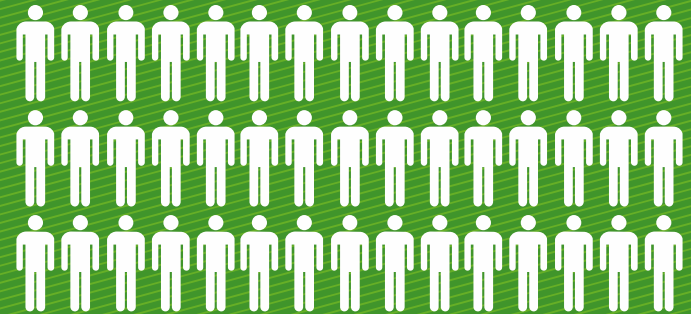
2014 REVENUE

\$2.4 BILLION

AND ZERO DEBT

PUBLICLY TRADED ON NYSE  
UNDER TICKER SYMBOL NSP

NSP  
LISTED  
NYSE



CLIENTS/EMPLOYEES

Insperity serves more than 100,000 businesses  
with more than 2 million employees.

# Introducing ACG members to Insperity

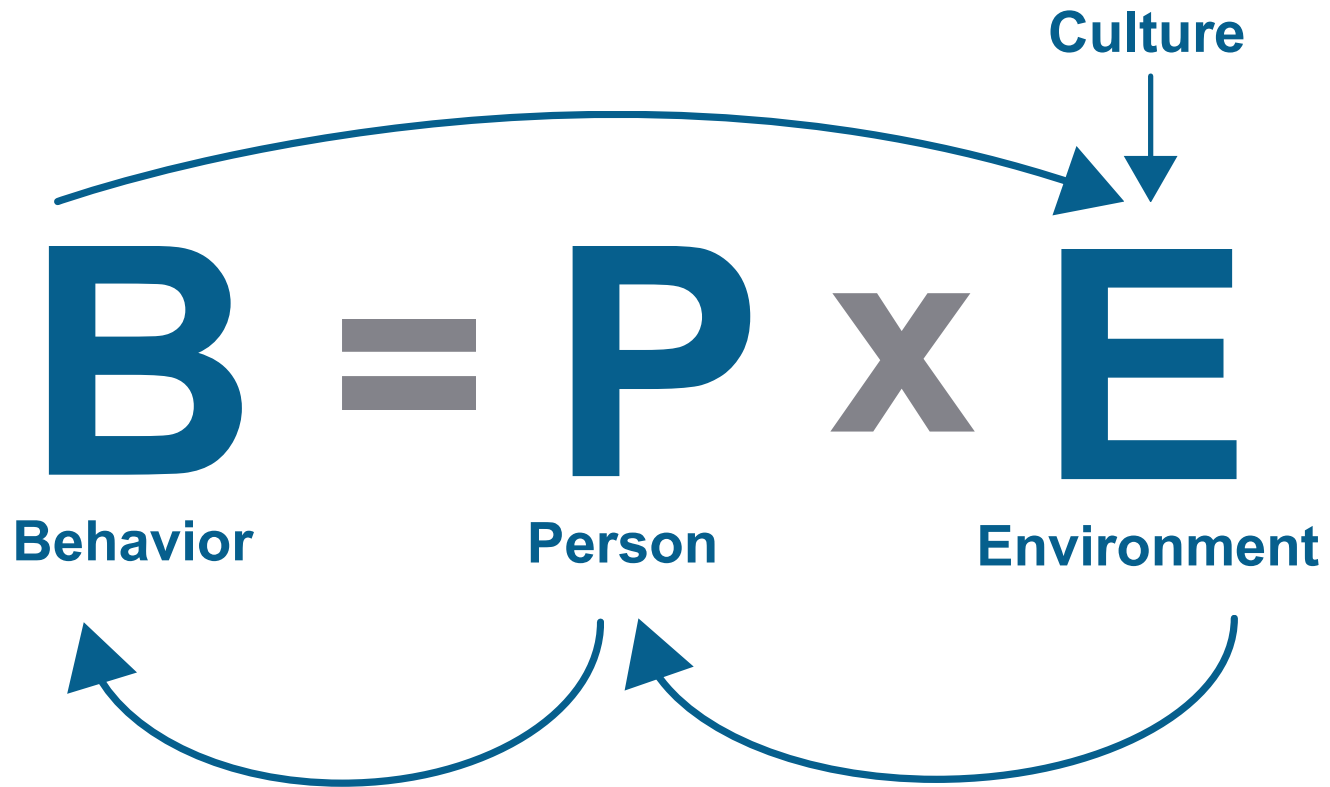
The Association for Corporate Growth has formed a strategic alliance with Insperity to help ACG members achieve a level of predictability in their human resources function so they can concentrate on business and portfolio growth.

[insperity.com/acg](https://insperity.com/acg)

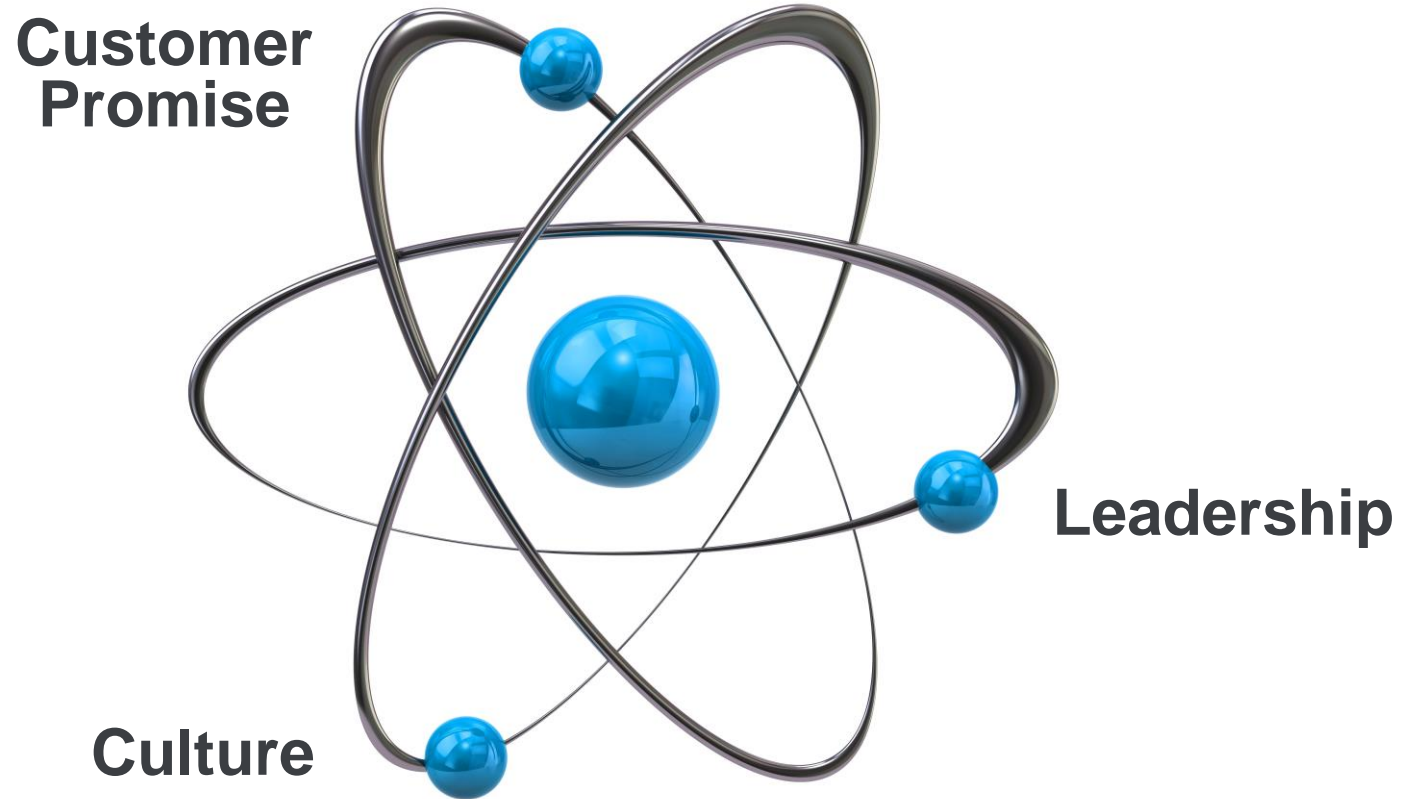


# Today's Agenda

- Culture
- Paradigms
- First Question to Ask
- Second Question to Ask
- Definitions – Four Cultures
- Leadership Styles

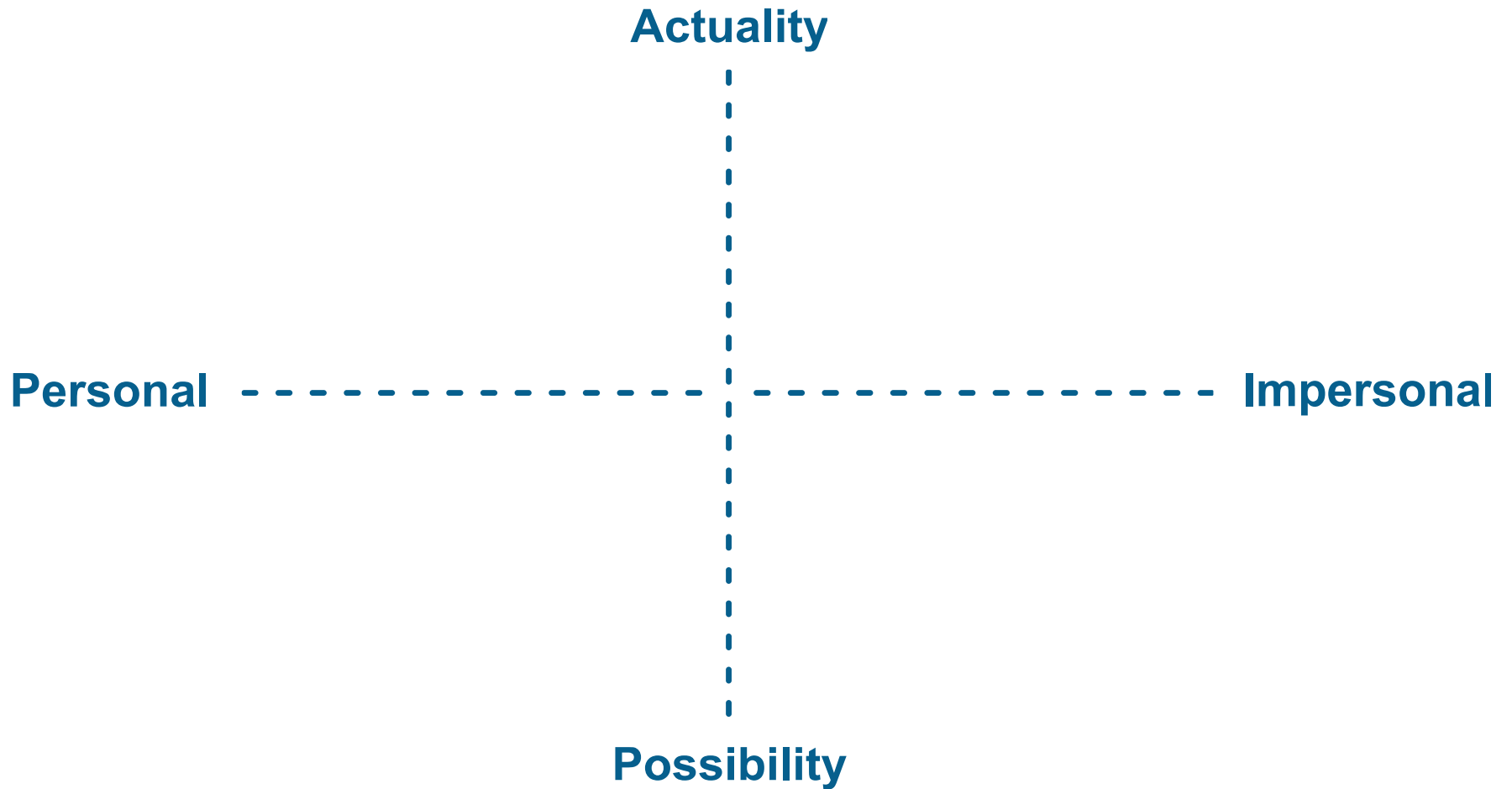


# The 3 Elements of Every Enterprise



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# Attention and Decision Making

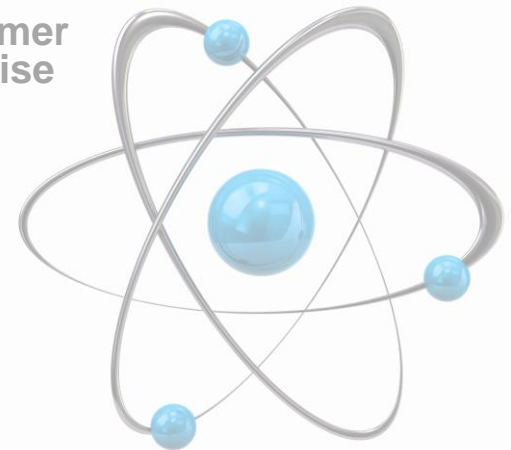


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# The First Question: What is Your Customer Promise?

- What are your customers expecting you to do for them? What are you *promising* them?
- If you stop doing “X” your core customers will leave.
- *EVERYTHING* you do must be tied to this core promise.

Customer  
Promise



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# Four Core Customer Promises

Actuality

## SYNERGY

Close partnership  
High customization  
Total solution  
High personalization  
Co-development  
Incremental relationship

## CERTAINTY

Dependability  
Efficiency  
Commodity/Commodity-like  
Accuracy  
Predictability  
Convenience

Personal

Impersonal

## ENRICHMENT

Fuller realization of potential  
Growth of customer  
Raising of human spirit  
Further realization of ideals,  
values, higher order purposes  
Take customer to another plateau

## SUPERIORITY

Best in class  
One of a kind  
Create market niche  
Extremely unique  
Unmatched product/service  
Excellence  
Constant innovation

Possibility

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# Attention and Decision Making

Actuality

Century 21<sup>®</sup>  
Ogilvy & Mather

Walmart   
HYUNDAI

Personal

Impersonal

girl scouts   
TOMS

NORDSTROM  
TESLA

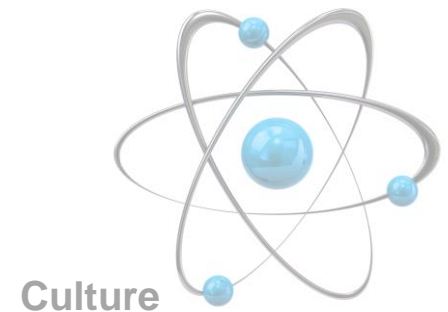
Possibility

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# Then the Second Element: Culture

How we do *everything*.

- Make decisions
- Discuss: agree/disagree
- Interface with the customer
- Team with one another
- Exercise power
- Get results
- Communicate
- Manage performance



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# The Four Core Cultures

Actuality

## COLLABORATION

People Process  
Close with Customer  
Customization

## CONTROL

Certainty  
Predictability  
Stability

Personal

Impersonal

## CULTIVATION

Fulfillment  
Meaningfulness  
Values

## COMPETENCE

Distinction  
Expertise  
Continued Excellence

Possibility

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# Then the Third Element: Leadership

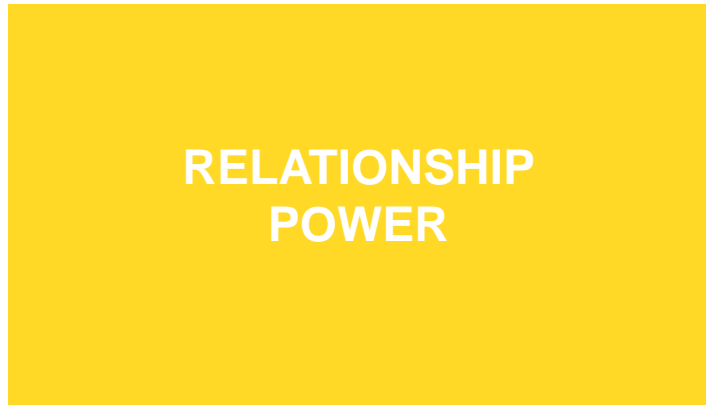
1. Creating a vision and direction for the organization
2. Mobilizing people to accomplish them.



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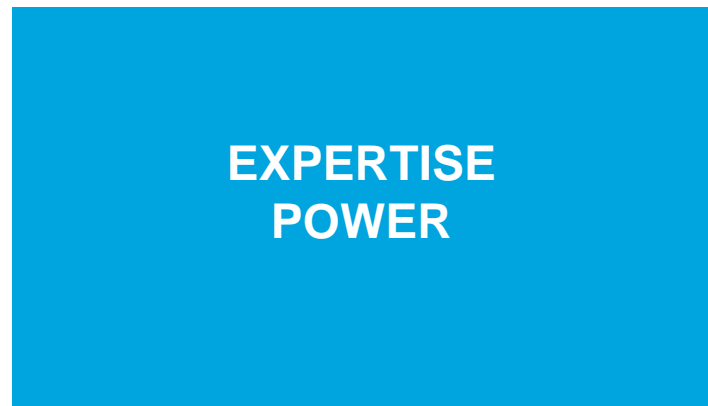
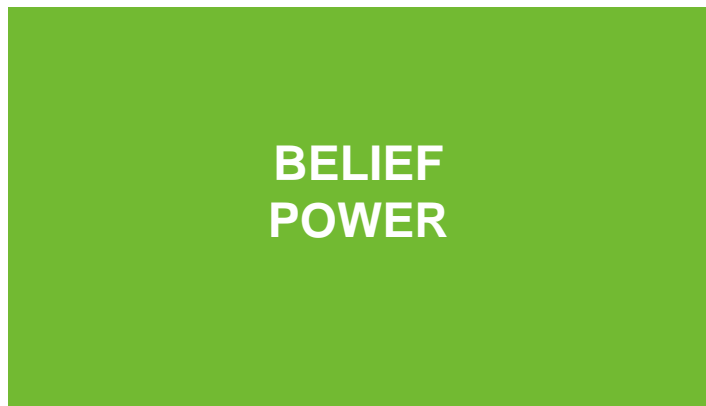
# Nature of Leadership Power in Each Kind of Enterprise

Actuality



Personal

Impersonal



Possibility

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# Four Core Leadership Practices

Actuality

## PARTICIPATIVE

Team builder  
Coach  
Close partner with customers  
Integrator  
Conflict manager  
Ensures utilization of diversity

## DIRECTIVE

Authoritative  
Conservative  
Firm/assertive  
Definitive  
Long-range planner

Personal

Impersonal

## CHARISMATIC

Cultivator  
Catalyst  
People steward  
Idealist  
Commitment builder  
Appeal to higher-level vision

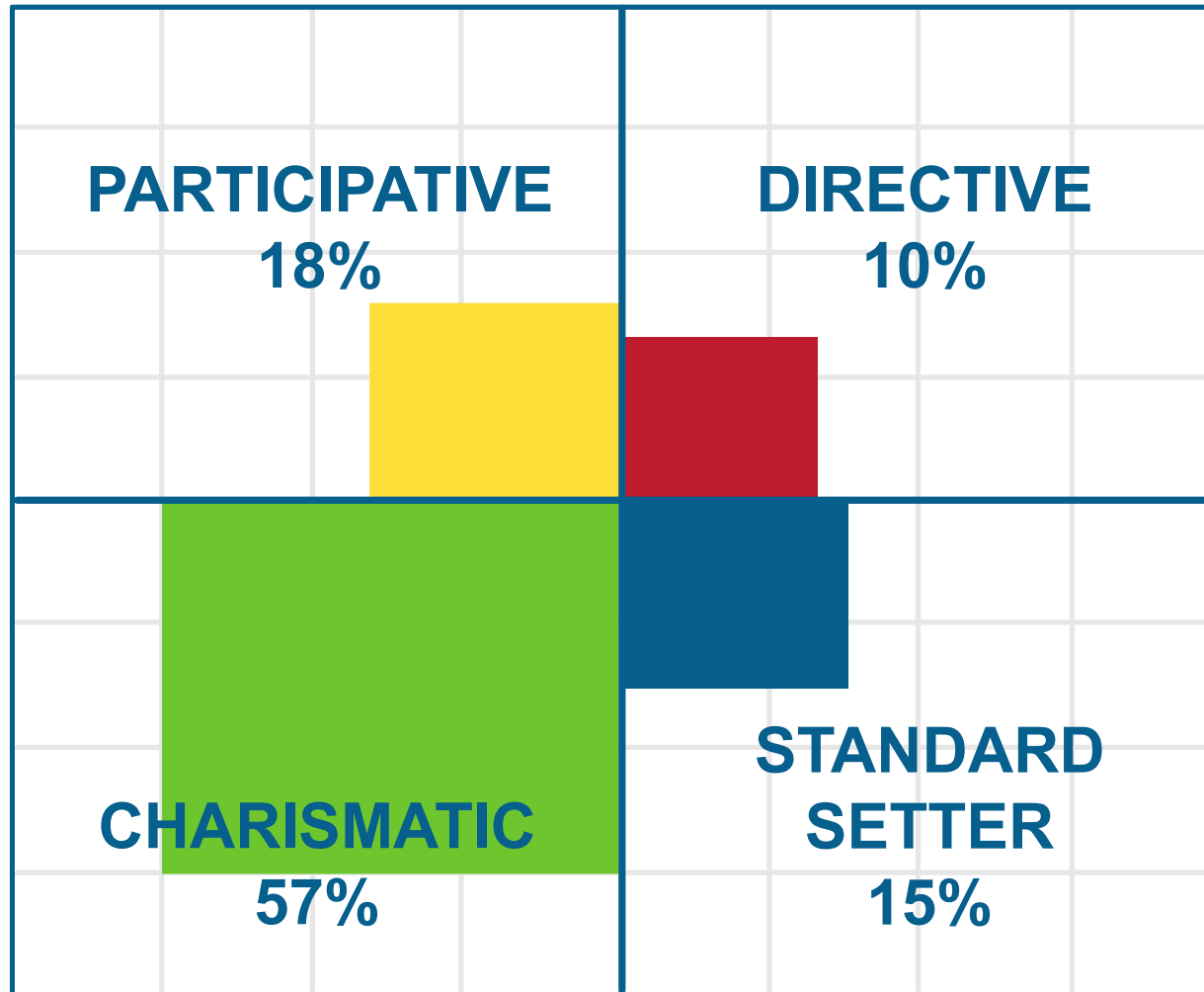
## STANDARD-SETTER

Conceptual visionary  
Challenger of others  
Spurs competition  
Tough taskmaster  
Stretcher of people  
Drives constant innovation

Possibility

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# What are the Implications?



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# Takeaways

- Who is your customer?
- What is your customer value proposition – why are they your customer?
- Is the culture you have the one you need to deliver on your customer value proposition?
- What will make your customer leave?
- If you've got one dollar left in the bank who stays? – most critical determinant of your true customer proposition.



Questions?

# Insperty® HR Outsourcing Services



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and Administration



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Management



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Payroll Administration



Performance Management  
Support



Online Training  
and Development



Recruiting and  
Outplacement Support



HR-Related  
Government Compliance



Culture and  
Leadership Development

# Insperty® Business Performance Solutions



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Recruiting Services



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Time and Attendance

# Thank you for joining us

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