

Business Evolution

This Free Masterclass Helps You Drive Innovation-Led Growth In Your Business

Corporate Culture



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Overview: Corporate Culture

What does the masterclass cover?

- Unique Challenges
- The Research So Far
- Data's Role in Cultural Change
- Culture and The Value Chain
- Case Study
- Changing Existing Culture



How does this help you?

Corporate culture is the heartbeat of an organization, dictating its rhythm, pace, and direction. In this masterclass, you'll unlock insights to shape, nurture, and align culture with your innovation goals

How does this accelerate your growth?

A well-defined and nurtured corporate culture fosters a unified vision, ensures alignment across departments, and acts as a beacon for attracting like-minded talent, ultimately accelerating consistent growth and innovation.

How does this delight your customers?

A well-curated corporate culture ensures every touchpoint resonates with consistency and authenticity, forging deeper customer connections and loyalty.

How does this empower your team?

Corporate culture is the unseen hand that guides, supports, and motivates. Foster a culture that mirrors your innovation ambitions, and you'll cultivate a space where innovation thrives.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/team/corporate-culture/>

Business Evolution

MASTERCLASSES

Overview



Business Evolution Teaches You Innovation – for Free

What Is Innovation?

Innovation is the process of introducing new **solutions** to your business.

Solutions can be products, platforms, processes, services, technologies, experiences, and brands.

How Does Innovation Help You?

Innovation helps business leaders:

- **Grow revenue** by identifying untapped markets and creating new solutions. *E.G.: **Amazon** created the cloud computing category by launching AWS.*
- **Decrease operating costs** through automation, continuous improvement, supply chain optimization, and efficient resource use. *E.G.: **Toyota** reduced waste and costs with lean manufacturing and just-in-time inventory.*
- **Delight customers** by improving customer service, anticipating needs, and personalizing experiences. *E.G.: **Netflix** keeps users engaged with AI-based content recommendations, increasing engagement and reducing churn.*
- **Mitigate risks** by proactively identifying and addressing potential threats. *E.G.: **Siemens** uses AI-powered sensors to predict maintenance and prevent failure.*
- **Empower teams** to increase productivity by automating tasks while accelerating creativity. *E.G.: **Google**'s innovation policy led to the creation of two of their most popular products: Gmail and AdSense.*
- **Attract investors.** Investors prefer innovators. *E.G.: The most innovative companies are consistently the most valuable companies: **Alphabet (Google), Amazon, Apple, Meta (Facebook), and Microsoft.***

Business Evolution Gives You a Comprehensive Curriculum

These **Free** Masterclasses Walk You Step-By-Step Through the Innovator's Journey

01

Mindset



Develop the mindsets that drive business innovation and growth.

- [Growth Mindset](#)
- [Resilience](#)
- [Continuous Learning](#)
- [Data-Driven Decisions](#)
- [Customer Obsession](#)

02

Plan



Grow your business by designing solutions that customers need.

- [Customer Analysis](#)
- [Competition Analysis](#)
- [Market Analysis](#)
- [Solution Analysis](#)

03

Tools



Boost growth using proven tools from top companies.

- [Key Performance Indicators](#)
- [Weekly Business Reviews](#)
- [Product Management](#)
- [Startup Accelerator](#)
- [Business Incubator](#)
- [Mergers and Acquisitions](#)
- [Research and Development](#)

04

Team



Build talented teams that act with urgency to drive growth.

- [Talent Acquisition](#)
- [Corporate Culture](#)
- [Team Experience](#)
- [Mentorship](#)
- [Communities of Practice](#)

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Business Evolution was Created by an Innovation Expert

West Stringfellow created Business Evolution.

West has over 27 years of experience growing startups and Fortune 500s with innovation:

- **Innovation Leader**
 - **Amazon:** Senior Product Manager
 - **PayPal:** Senior Director, Product & Platform Innovation
 - **Rosetta Stone:** Chief Product Officer
 - **Target:** Vice President, Innovation and Entrepreneur in Residence
 - **Techstars:** Created & led the Techstars + Target Startup Accelerator
 - **Visa:** Vice President, European eCommerce & Innovation
- **Inventor:** Awarded five patents for advertising, payments, and social technologies
- **Entrepreneur:** Sold two patents to a Fortune 50 company
- **Coach:** Empowered hundreds of entrepreneurs, executives, and teams

West founded HowDo in 2017 to democratize innovation.

Dear Innovator,

To help you grow your business using innovation, I'm excited to offer you HowDo's **free** Business Evolution Masterclasses.

These Masterclasses contain actionable insights that you and your team can use to grow your business today. They distill the growth formulas used by the world's most innovative companies into step-by-step guides designed to transform your business ideas into profitable realities.

Having spent nearly three decades navigating the highs and lows of innovating in Fortune 500s and bootstrapped startups, I designed these Masterclasses to work for your business, regardless of size or budget.

I am sharing these Masterclasses as part of my ongoing commitment to democratize innovation.

Wishing you the very best,



West Stringfellow

Founder & CEO, HowDo
Creator, Business Evolution



Corporate Culture

Masterclass



Content

CORPORATE CULTURE

- Unique Challenges
- The Research So Far
- Data's Role in Cultural Change
- Culture and The Value Chain
- Netflix Case Study
- Changing Existing Culture



BUILDING CORPORATE CULTURE PRESENTS UNIQUE CHALLENGES THAT STEM FROM SYSTEMIC INEQUALITY

The Challenge

Inequality is evident in society and corporate hierarchies to the point where companies should focus on shaping their long-term strategy and ensuring cultural principles are established.



Long-term Strategy

Improve:

- Creativity
- Teamwork
- Morale

Basic Principles

Agree to:

- Pay staff a living wage
- Show respect
- Value diversity and inclusion
- Use data
- Be customer-obsessed

THE RESEARCH SO FAR

How is it Defined?

- A firm's culture defines to what extent it serves the customer well, is doing what it is capable of, and is cognizant of its competition.
- A fair assessment of a corporate culture can identify gaps and show ways to manage that competition bearing in mind the macro trends in the business and natural environment.



	Average Increase for Twelve Firms with Performance- Enhancing Cultures	Average Increase for Twenty Firms without Performance- Enhancing Cultures
Revenue Growth	682%	166%
Employment Growth	282%	36%
Stock Price Growth	901%	74%
Net Income Growth	756%	1%

Image Source: [Kotter and Heskett, 1992](#)

One study found companies with “performance-enhancing cultures”, where the company highly values employees, customers, and owners and empowers all of its employees to become leader yielded more than 4 times the revenue growth.

Source: [Forbes, Corporate Culture and Performance, Blank](#)

DATA'S ROLE IN CULTURAL CHANGE

Culture is the reason most businesses fail and adopting a new culture starts with assessing and understanding your capabilities, team, and people.

Making organizational changes (e.g., hiring new personnel) and determining changes (e.g., assessing the needed skills) is costly.

Most companies change in a traditional way (e.g., they reuse proven marketing or branding tactics).

Tech companies are proving that growth based on data is a more successful path and data belongs at the root of corporate culture.

Take for example, Amazon:

- Amazon amasses data from its platforms and touchpoints to ensure it has the best opportunities and knowledge of its customers.

Key Insights:

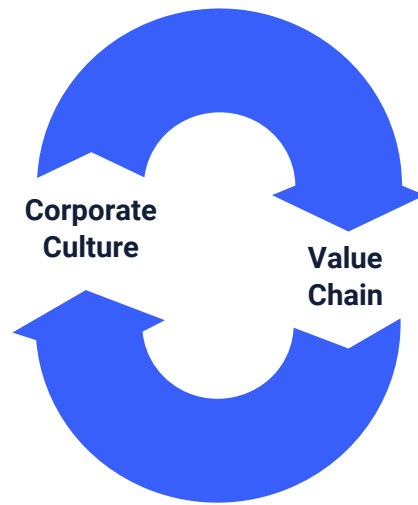
- Inclusive learning
- Knowledge sharing
- Consensus-building



Source: [Nadella](#), [Bezos](#)

CULTURE AND THE VALUE CHAIN

Culture is ultimately what drives individuals and decision-making



A company's true culture can be explored by understanding its value chain.

Enron vs. Amazon

- Enron is a glaring example that written values and mission statements, while an important part of creating a corporate identity, are meaningless without culture creation and management. **Enron's value chain included fraud**, and the fraud was dependent on public displays of extravagance and success.
- **Amazon's value chain is reflected in its leadership principles**, and these are clearly laid out on its recruitment webpage so that job-seekers understand the culture from the get-go.

Source: [NYTimes](#), [NYTimes](#), [Amazon](#), [Thompson](#), [HBR](#)

NETFLIX CASE STUDY

Case Study: Netflix

Overview:

Netflix is a leading example of how a corporation can harness its people capital and corporate culture to successfully evolve and scale its business in the modern era.

Keys to Success:

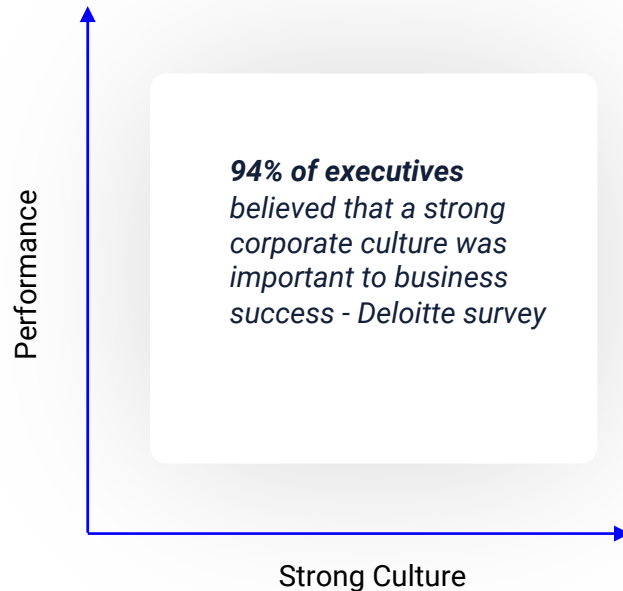
- **Transparency, Responsibility, and Communication** - Netflix publishes its culture model and gives employees more freedom but with responsibility and communication on the context in which to work: *"Who are our competitors?", "Where are we at?"*
- **Unique Hiring Approach** - The hiring process is initiated when a problem needs to be solved and internal candidates are evaluated before new hires are made.
- **Fundamental Beliefs** - *"Our core philosophy is people over process. More specifically, we have great people working together as a dream team."*

Results:

Netflix's approach to building a culture, from its recruitment strategy to its R&D, helped it transition from DVDs to a video streaming service with nearly 118 million subscribers, globally.

Source: [Netflix](#), [Netflix](#), [recode](#), [Business Insider](#)

CHANGING EXISTING CULTURE



A majority of executives will acknowledge the significance corporate culture plays in building and maintaining a successful business, however, managing it is no easy task.

One major challenge to managing corporate culture is changing existing culture.

Specifically, changing existing culture requires:

- The ability to take risks; mature companies tend to be risk-averse
- Well-defined objectives; objectives of change can be difficult to message
- Metrics to quantify change and measure success; culture assessment tools exist, but can be costly and require data



Source: [Stanford](#), [Stratechery](#)

Congratulations on Completing the Masterclass!

Your path to innovation doesn't stop here – it's just getting started.

Click below to continue learning with free world-class innovation masterclasses.

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West's Closing Note to Innovators

For those driven by a passion to make an impact, solve large problems, and reap significant rewards, successfully innovating stands as one of the most exhilarating and fulfilling pursuits. That said, **just a friendly reminder:**

Knowledge is Power. To empower you, I am sharing the knowledge I have gained from 27+ years of hands-on experience. Please do not stop learning here.

- **Empower yourself with the right knowledge.** Do not rely solely on my experience and knowledge. To determine what is right for you, your team, your business, investors, and customers, do your own research. To help, I have curated thousands of links in Business Evolution's [Masterclasses](#). Use this as the foundation for your further research.
- **Seek multiple experienced perspectives.** Follow relevant experts who share their insights on YouTube, LinkedIn, X, StackOverflow, Reddit, GitHub, or wherever they share their insights. The more you know, the more likely you are to make the right decision.
- **Stuck? Get help.** Others have solved your problem before. They may have even written about it. You may be able to hire them. Or use a generative AI to brainstorm (I'll show you how). In my experience, the joy of the journey is finding answers, learning and growing.

Innovation takes commitment and requires real time, money, and effort.

INNOVATION IS HIGH RISK

- **Innovation involves real risks.** If you fail, you risk your professional reputation, your credibility, your mental health, and your personal wealth.
- **Everyone fails at some point on their journey.** But remember, every great success story 🎉 has its chapters of challenges overcome.
- **To reduce the risk of failure, hire experts and use data-driven decision making, customer-obsession, long-term planning, and continuous improvement.**
- **When you fail, learn quickly from the lessons, ensure you don't repeat the mistakes, and forge ahead only if you assess it is safe to do so.**

Time is our only non-renewable resource. Use yours wisely.

- **Please take time for yourself – especially your health and loved ones.** It's easy to get lost in innovation's allure and lose track of what truly matters.

"Best Wishes Innovating! I hope the Business Evolution Masterclasses help you on your journey." – West Stringfellow

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