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# Building Culture in Transit

Applying Cross-Industry Best Practices

Eric R. Roecks



## CULTURE. *What is it?*



# Why is it important ... especially in transit?



## How do we develop culture?

- Obtain clear and ongoing executive support
  - Bring the “naysayers” into your camp
  - Communicate early and often
- 
- THESE ARE “THE BASICS”
  - What about the **fine print**?
  - In other words...



# The *real* needle movers for building meaningful culture...

## 1. Put culture ahead of strategy

“A strategy that is at odds with a culture is doomed.

Culture trumps strategy every time.”



# The *real* needle movers for building meaningful culture...

1. Put culture ahead of strategy
- 2. Build multiple failures into your plan**



# The *real* needle movers for building meaningful culture...

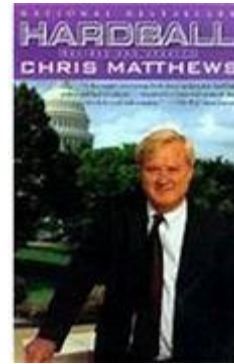
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- 4. Hang a lantern on your problems**



# The *real* needle movers for building meaningful culture...

1. Put culture ahead of strategy
2. Build multiple failures into your plan
3. Stay behind the curtain; empower others
4. Hang a lantern on your problems
- 5. Remember that every detail is a message waiting to be shared**



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