

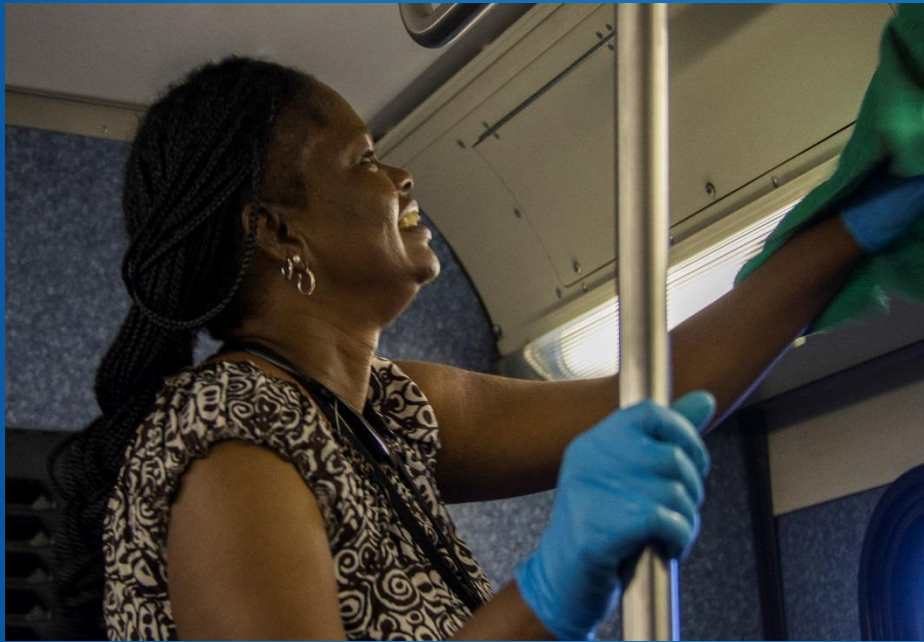
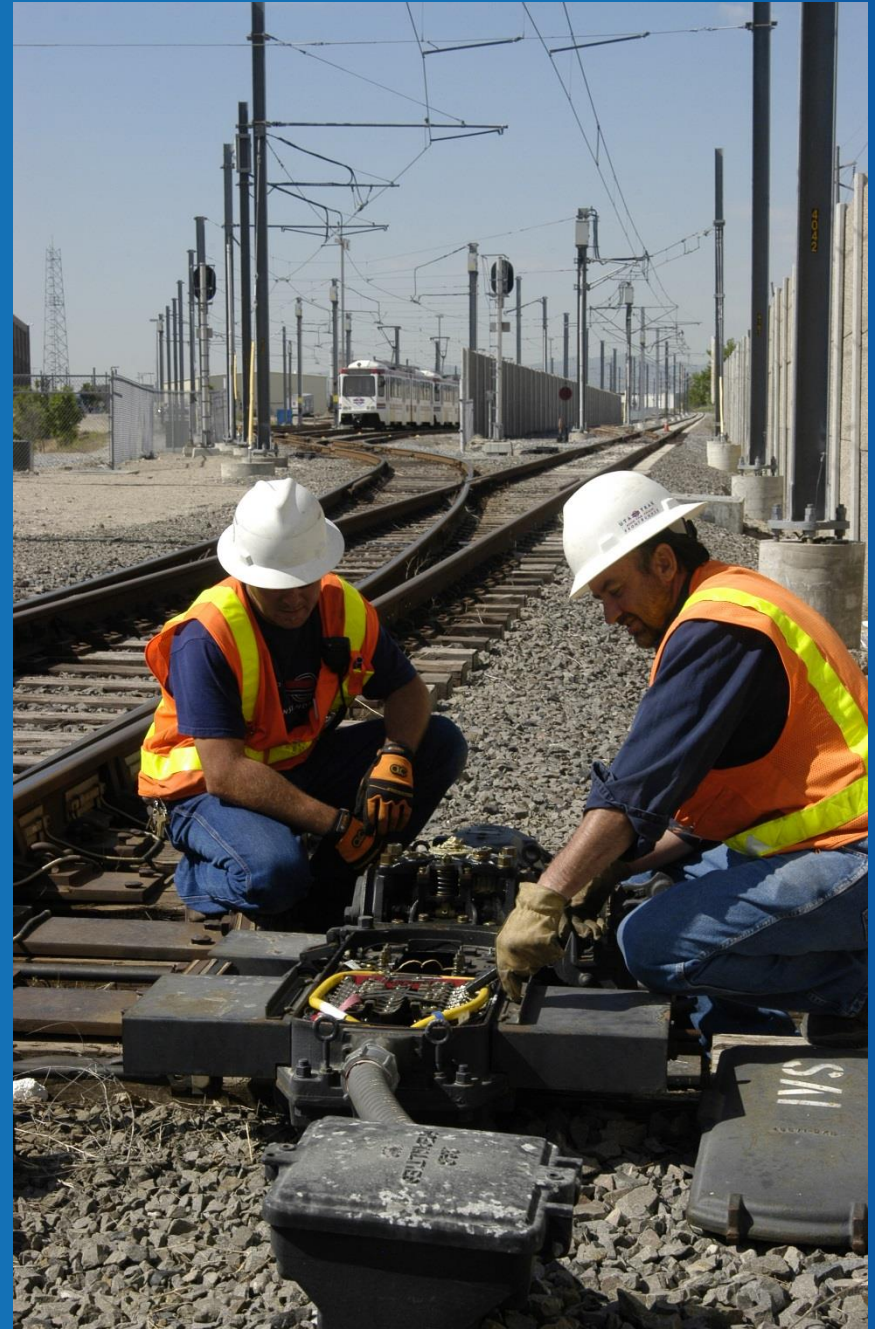
Creating a High-Performing Culture

Jerry R. Benson

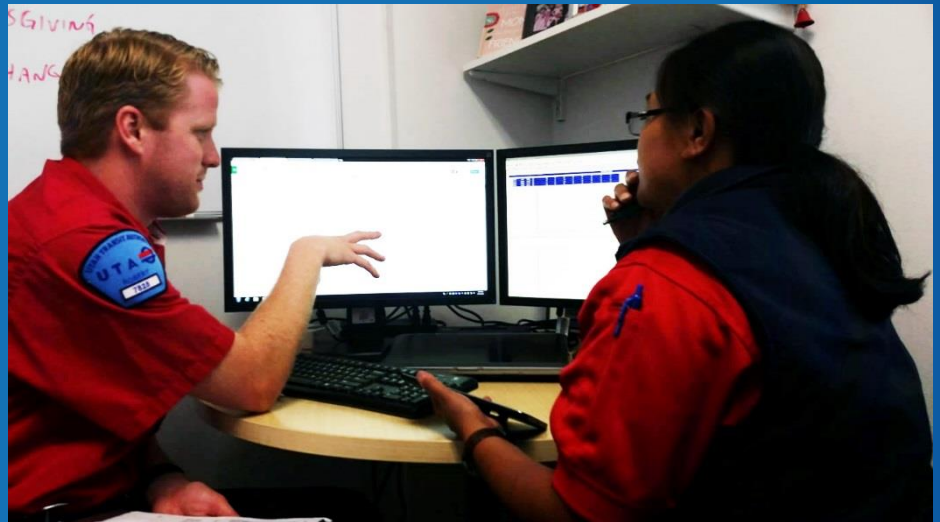
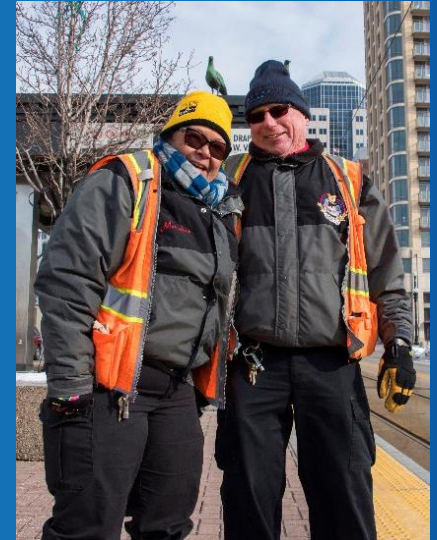
*Utah Transit Authority, President/CEO
Salt Lake City, Utah*



Transit CEOs Seminar



Defining a High-Performing Culture



How Leaders Cultivate Culture

- Define culture – purpose, direction, values
- Demonstrate values
- Align systems
- Change the stories

Models: Center for Innovative Cultures

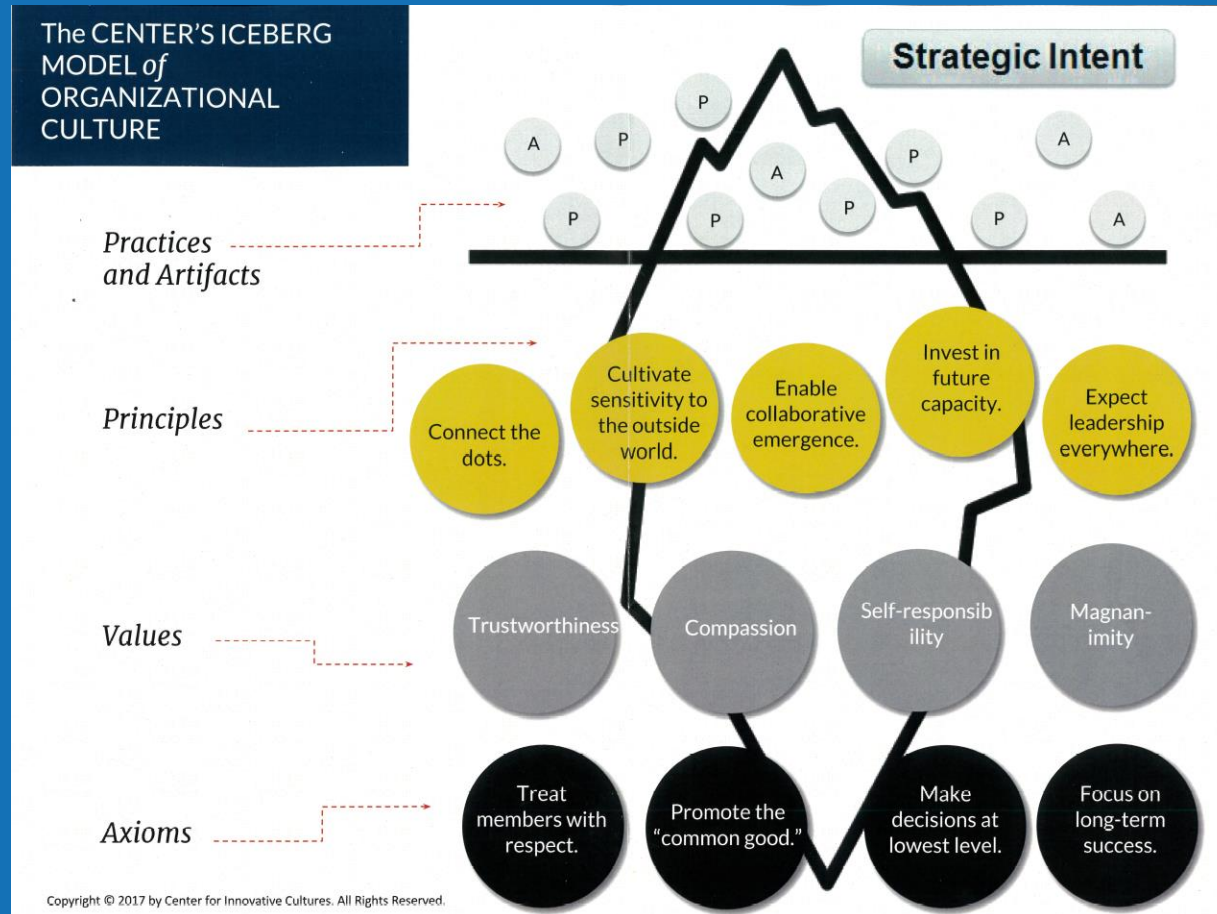


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Ebony



Ebony

Culture:
Leadership
Everywhere

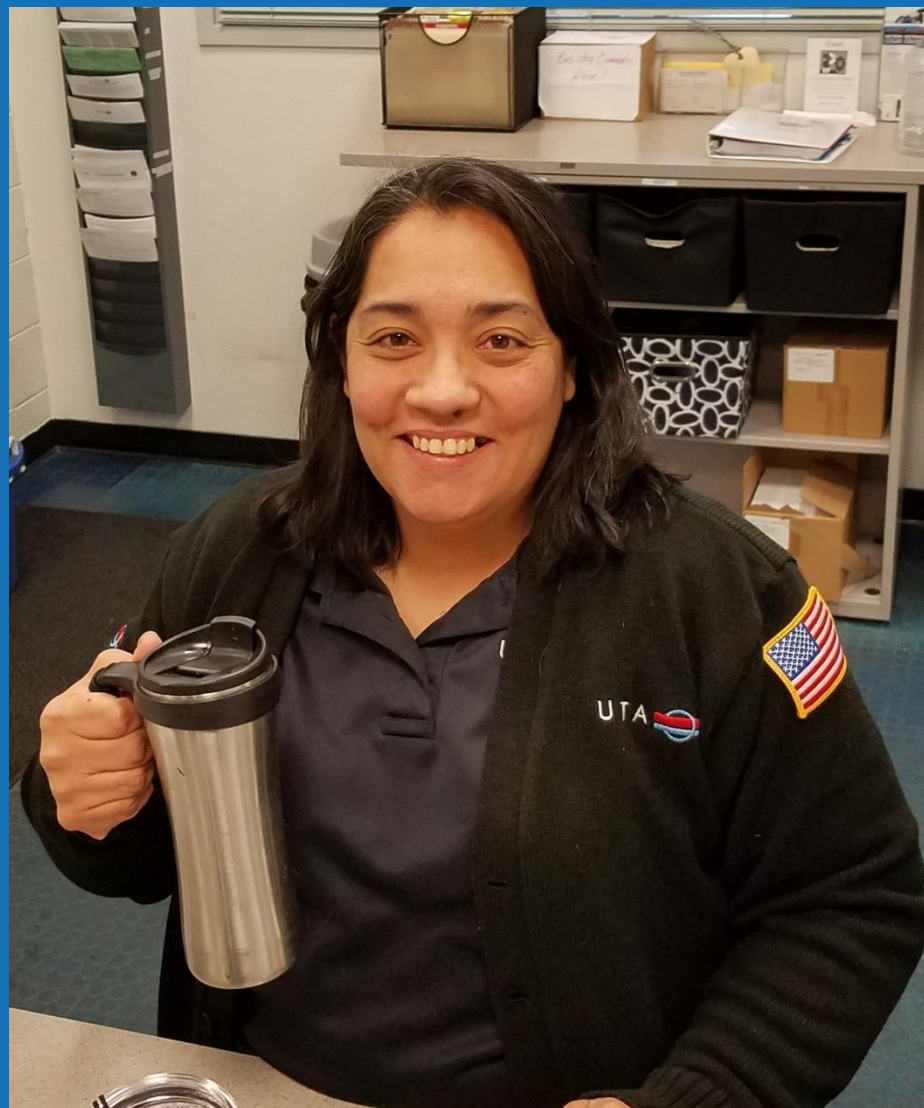


Behavior:
Innovative
Charity
Campaign



Result:
Increased
Giving by 20%

Marie



Marie

Culture:
Common Good



Behavior:
**Facebook Page,
Winter
Activities**

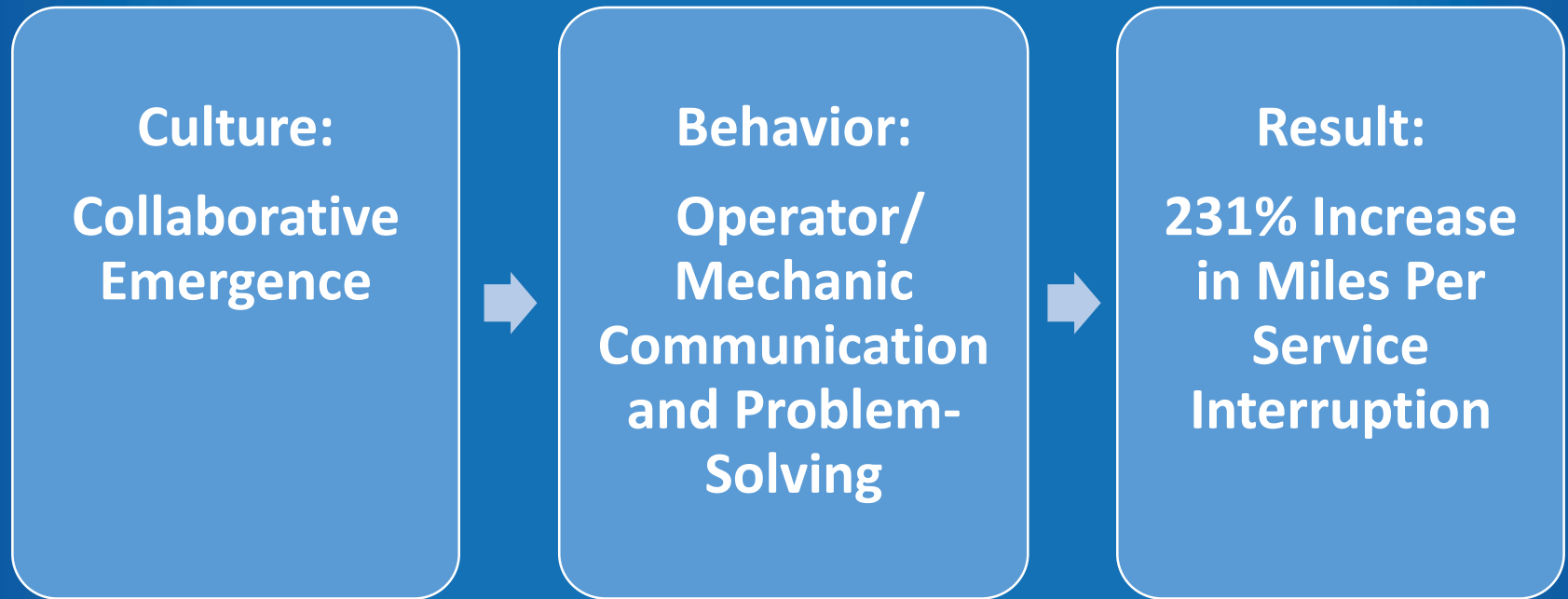


Result:
**Turnover Rate
Is 12% Lower
Than UTA's
Largest
Business Unit**

Randy



Randy



Mark

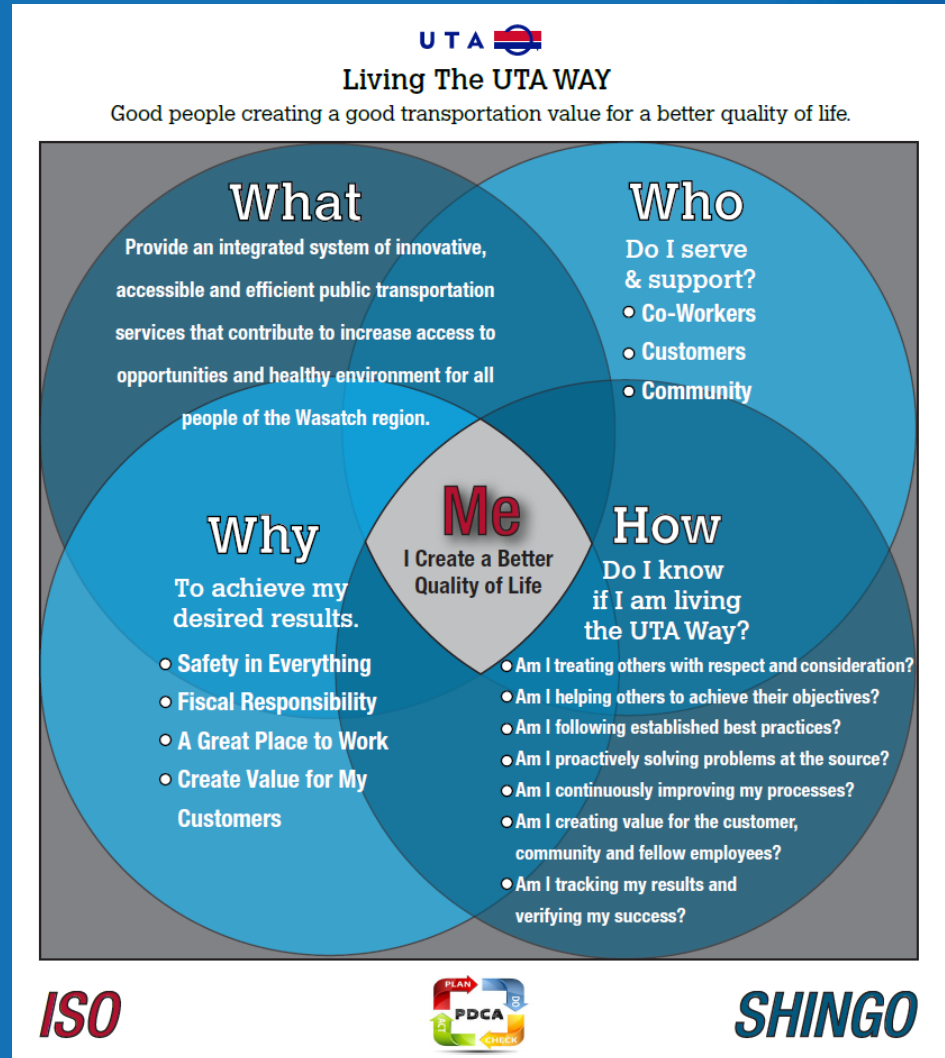


Mark



Strategies for Shaping Culture

- Define your culture
- Demonstrate values
- Align systems
- Change the stories



Final Thoughts



Resources

