



iQuestions Faculty, John D. Beckett

Question:

How do I create a business culture that builds people up and helps them reach their potential?

Answer:

One of the great responsibilities and opportunities of leadership is to shape the culture of an organization—and I've found the starting point for that is to have a clear set of corporate values.

We locked on three in our business a number of years ago, and they are these: integrity, excellence, and a profound respect for the individual.

We find that with those three, we can shape the culture of the organization in a way that really values people, really puts a focus on doing things the right way, and ultimately builds people to their full potential.