

ZACK'S FIVE FAVORITE QUOTES AND LESSONS

The Culture Code

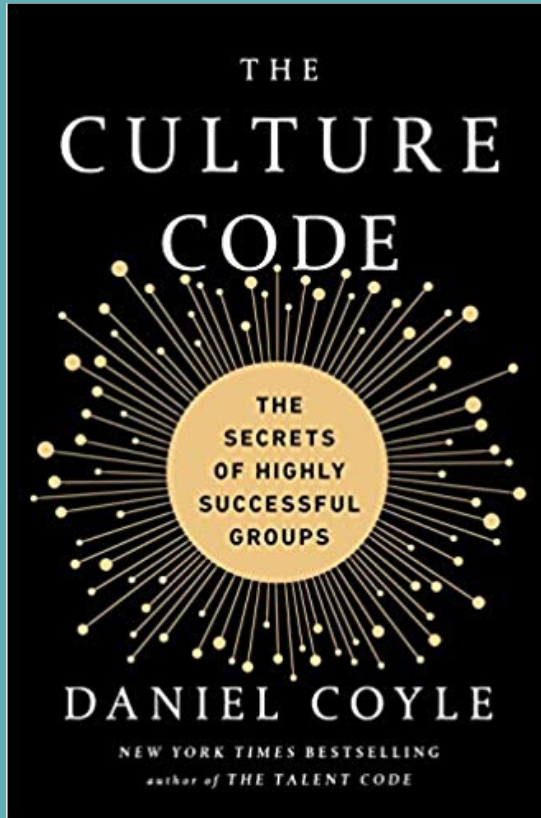
Daniel Coyle



Importance of action vs words:

Just hearing something said rarely results in a change in behavior.

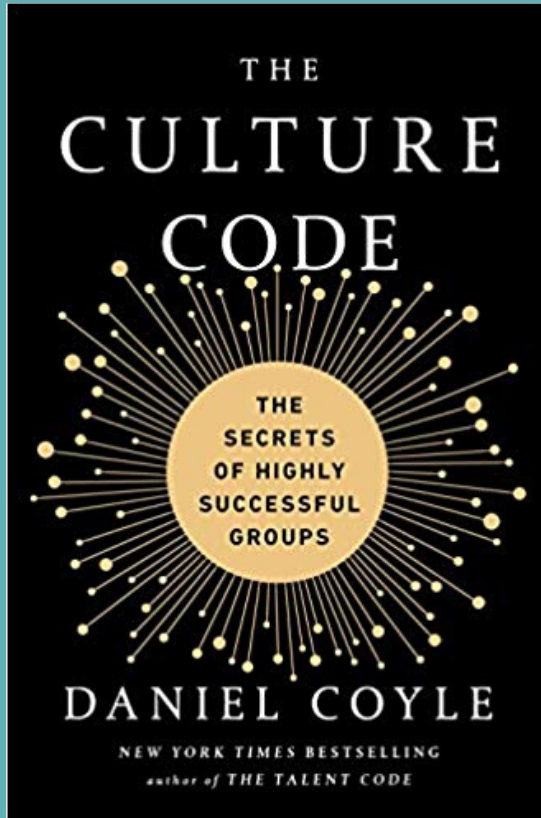
They're just words. When we see people in our peer group play with an idea, our behavior changes. That's how intelligence is created.





Forming group cohesion:

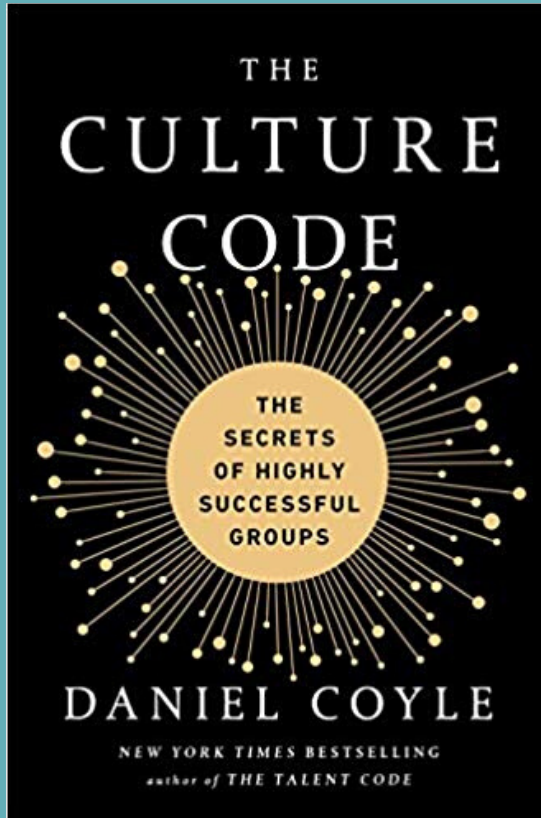
*Cohesion happens **not when members of a group are smarter** but when they are lit up by clear, steady signals of safe connection.*





Forming trust and communication in a group:

Exchanges of vulnerability, which we naturally tend to avoid, are the pathway through which trusting cooperation is built.

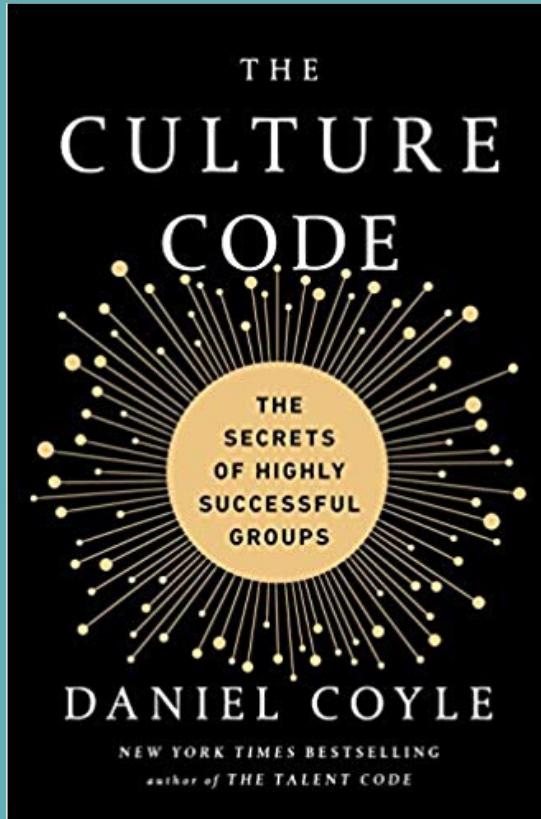


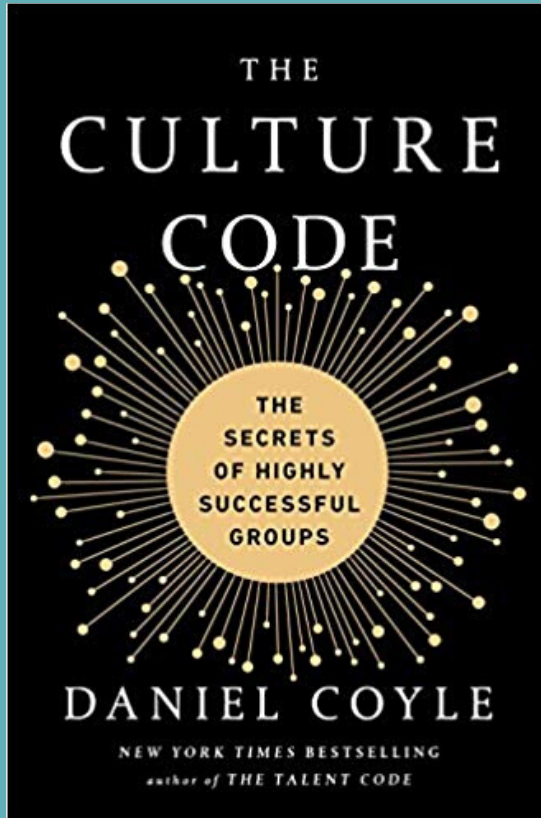


Sharing negative news/feedback:

*If you have negative news or feedback to give to someone, you are obligated to deliver the news **face-to-face**. This rule is not easy to follow...but it works because it deals with tension in an up-front, honest way that avoids misunderstandings and creates shared clarity and connection.*

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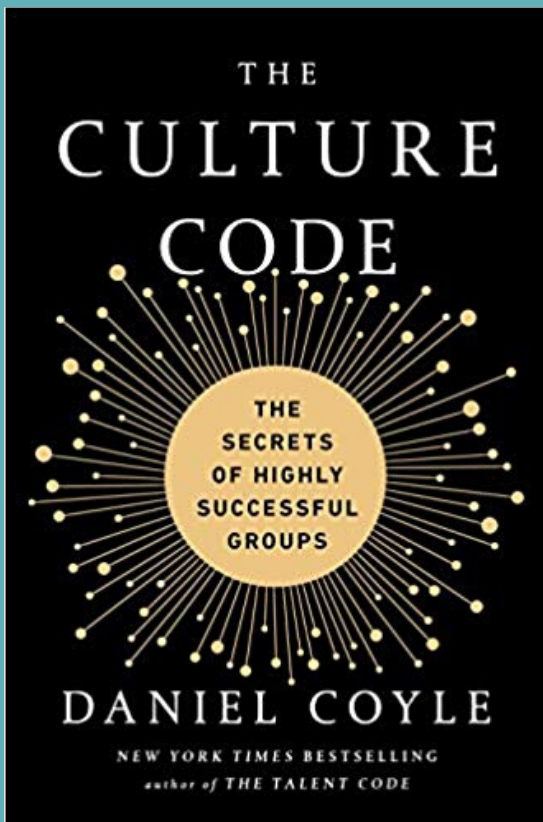




Importance of overcommunicating:

*Leaders are inherently biased to presume that everyone in the group sees things as they do, when in fact they don't. This is why it's necessary to **drastically overcommunicate** priorities.*

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