

People-First Culture and Replicable Success: The Do's and Don'ts

Daniel Masata
Founder and CEO
Volonte

People-First Culture

Change

Replicating Success

What drives Change for People?

Geography Scale

Brand Technology Org

Process M&A Policy

Incentives Candidates Comp

New Ways Clients International

People

Most people-intensive industries 2021

(measured by share of Compensation and Benefit-related expenses as % of Revenue;
excl. agriculture and construction)

1.	Healthcare	77%
2.	Hospitality	75%
3.	Recruiting	72%
4.	Apparel	71%
5.	Mining	71%

“Culture is the only
constant.”

“Change eats strategy
for breakfast.”

Culture and Change
go hand-in-hand.



“50% of employees think they know when to question the result of automation or AI.

The other half don't think they have the required skill to do that.”

Forrester Research, 2023

“Even if you’re not
changing your job, your
job is changing on you.”

Ryan Roslansky,
CEO LinkedIn

October 26, 2022





Do's and Don't's

Do

- Understand that Replicating Success in this industry is much easier with strong Culture. Make Culture tangible.
- Remember that most often it is Change that gets in the way of having both.
- Acknowledge that it's a lot for your employees – and won't become less any time soon.
- Do something about it. “The world needs forward-looking leaders.” Arm your teams with tools to build resiliency.

Do's and Don't's

Don't

- Assume that you're safe, because...
- Outsource building change muscle
- Believe that your Culture is unique or stronger just because it's yours
- Underestimate the power of disengagement. Keep things simple. Make things simpler.

“Companies are only as good as how much their people will give a s**t”

Bert Bean,
CEO Insight Global

April 2023

Thank you.