

# CULTURE

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Culture



## 3 Big Deals:

### **Big Deal #1: Your prefrontal cortex (PFC) is priceless**

- The seat of creativity, innovation, empathy, and collaboration
- Controls willpower
- Allows us to think critically and problem solve

### **Big Deal #2: Threat to the brain is threat to the brain**

- Triggered by threat and stress (fight or flight)
- Shuts down the PFC to redirect attention to the body
- Elevates stress hormones such as cortisol

### **Big Deal #3: Emotions run the show**

- Essential for learning and memory
- Accelerate the PFC for 'ain't no mountain high enough' moments
- Accelerates threat for '10 o'clock news' moments

## Trust Indicators:

### Organizational Assessment

Directions: Using a 1 through 4 scale, rate each statement by considering how frequently your organization displays the ability described. There are no right or wrong answers. Try not to spend too much time on any one statement.

Never	Rarely	Often	Always
1	2	3	4

1.	We keep promises and honor commitments.	1	2	3	4
2.	We acknowledge and apologize for mistakes.	1	2	3	4
3.	We are loyal to the absent.	1	2	3	4
4.	We seek to understand each other's needs and concerns.	1	2	3	4
5.	We say what we feel in a way that shows respect for others' opinions.	1	2	3	4
6.	We seek constructive feedback.	1	2	3	4
7.	We are open and honest with information.	1	2	3	4
8.	We involve people in decisions that affect them.	1	2	3	4
9.	We encourage others to openly contribute ideas and opinions.	1	2	3	4
10.	We give credit where credit is due.	1	2	3	4
11.	We share decision making with team members and support the collective decisions.	1	2	3	4
12.	We view mistakes as learning opportunities.	1	2	3	4
13.	We act on information only after hearing and understanding all the facts.	1	2	3	4
14.	Our actions are consistent with our words regardless of the person or our stress level.	1	2	3	4
15.	We communicate clear expectations.	1	2	3	4
16.	We honor confidential and sensitive information.	1	2	3	4
17.	We make eye contact and address one another by name.	1	2	3	4
18.	We promote our team's reputation with others.	1	2	3	4
19.	We are fully present and listen to understand.	1	2	3	4
20.	We stay curious and assume good intent.	1	2	3	4

## Trust Tips:

- Extend trust (trust yourself...trust others)
- Challenge the stories playing out in your head
- Use power words like 'appreciate,' 'trust,' 'clear/clarity'
- Don't withhold information
- Be the model
- Demonstrate character and competence – consistently
- Build a sense of belonging
- Always be open to feedback and learning
- Don't be the threat
- Maintain a growth mindset (assume good intent)
- Stay neutral and curious

**E**  
event

STORY

**+** **R** = **O**  
response outcome



- What meaning am I giving this?
- What meaning do I want to give this?
- Does this deserve my attention or my energy?
- What do I know to be true?
- What serves the greater good?
- How do I respond to the event in alignment with who I aspire to be (my 3 words?)



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