Creating A Culture of Growth

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Google

BAKERY
SQUARE

Room to solve problems

Permission to take risks

PGH

Not just your products and services.

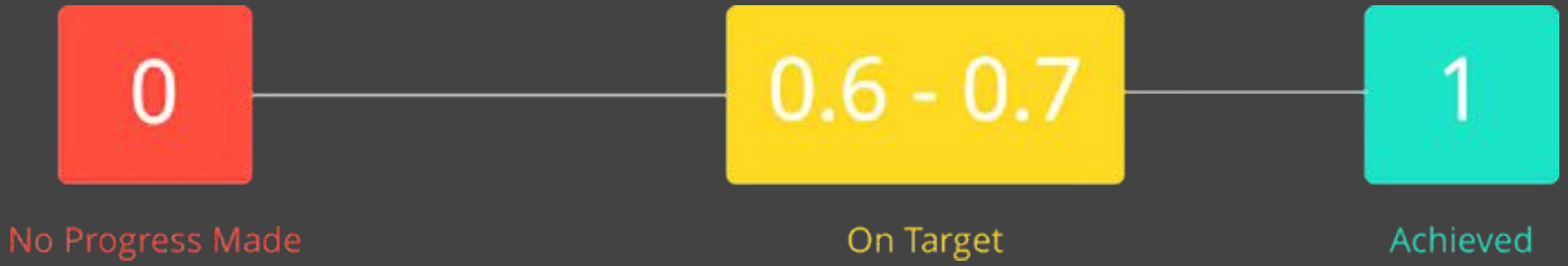
- HR
- IT
- Sales
- Marketing
- Operations

Ideas come from everywhere

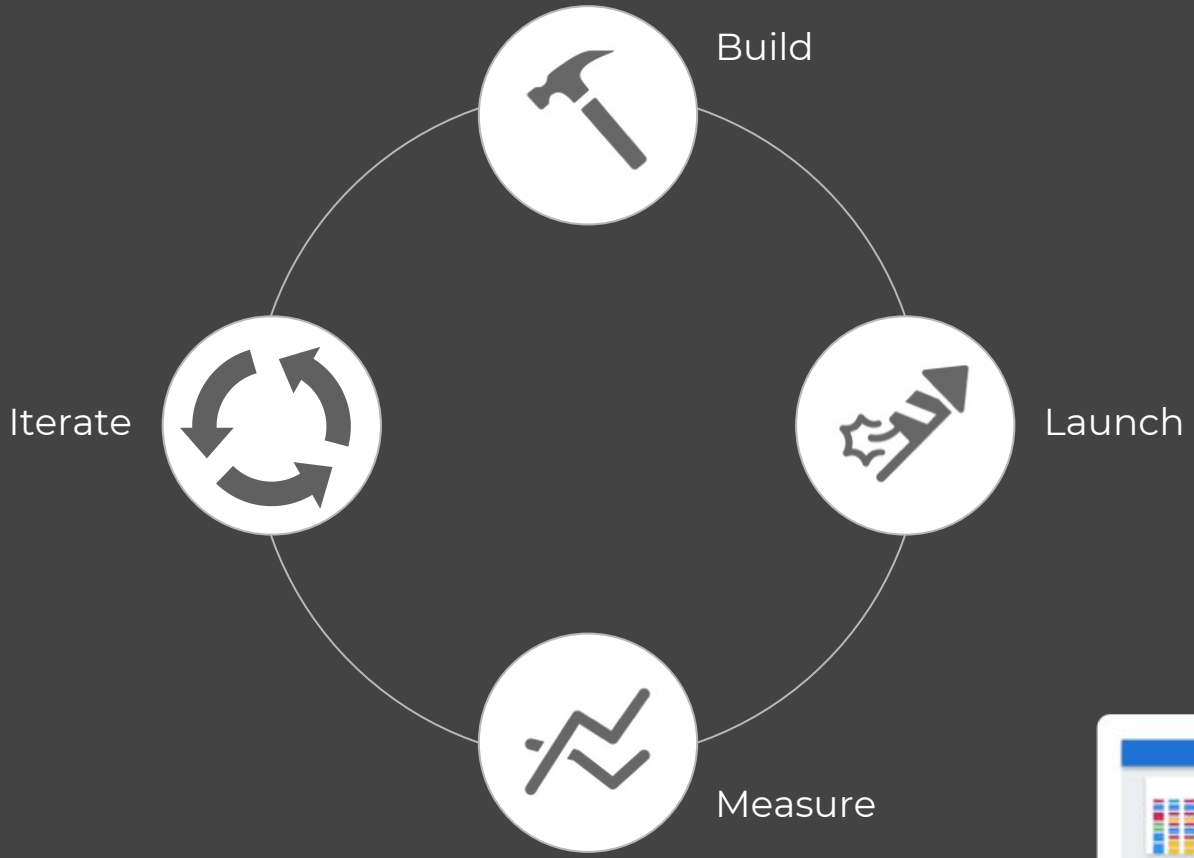
Share everything broadly

OKRs

Autonomy +
Accountability

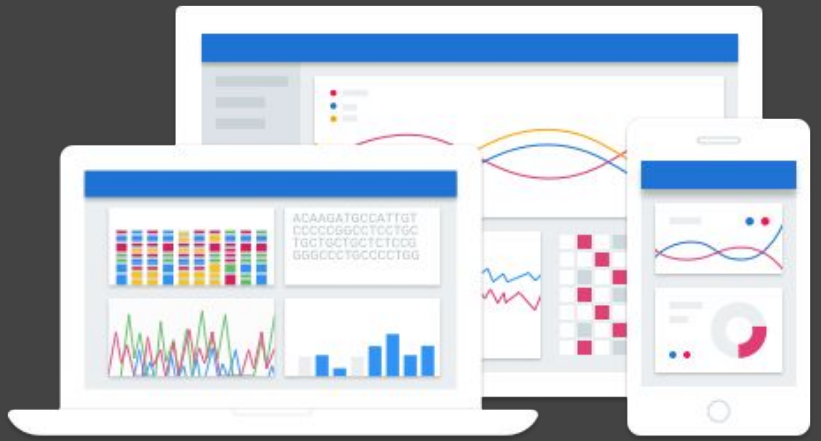


OKRs at Google

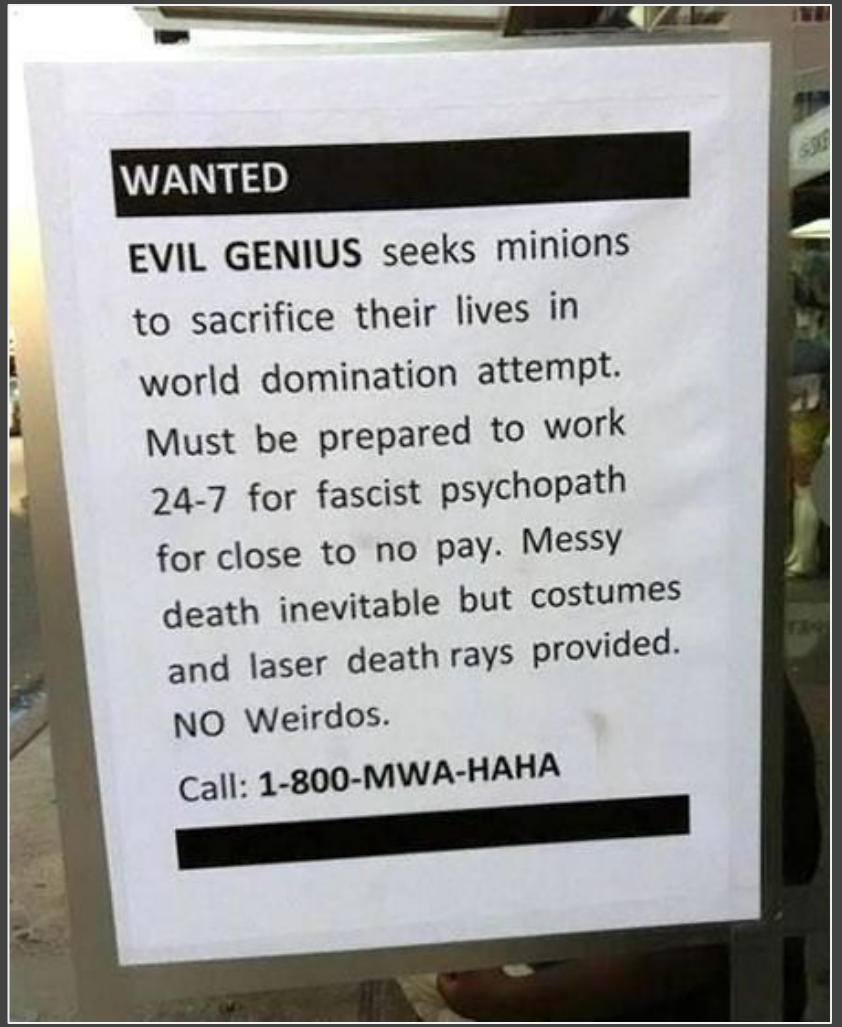


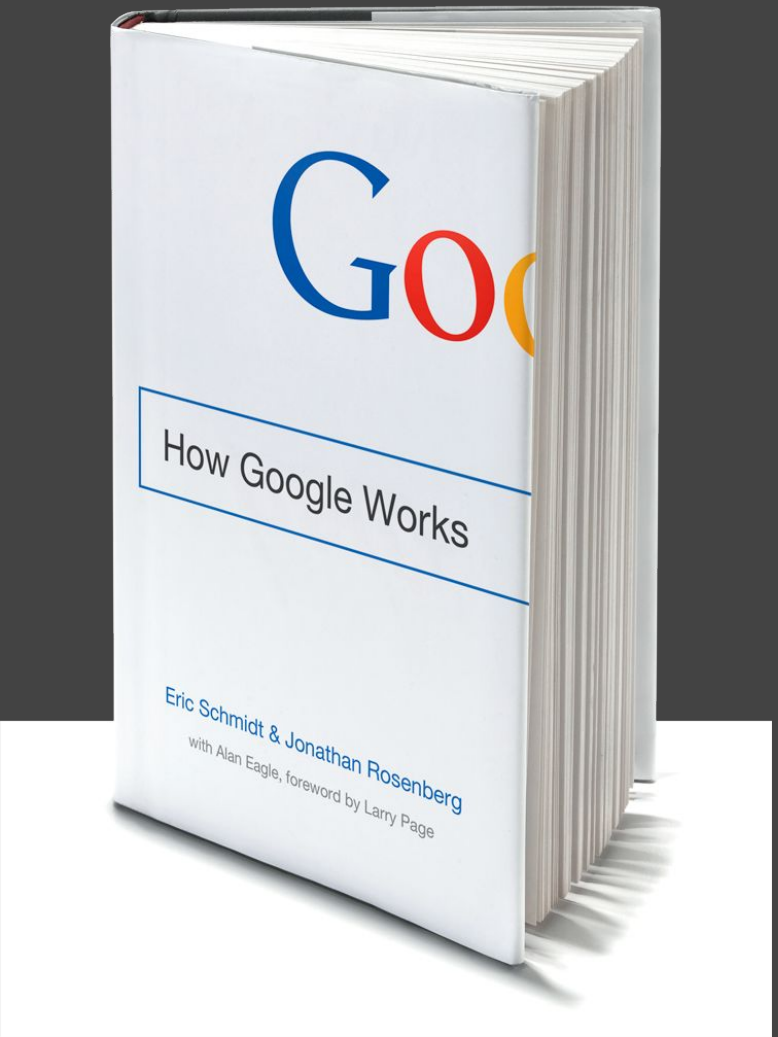
Data >
Opinions

Everything is
an Experiment



Hire for the culture you want





"**If you give people freedom, they will amaze you**. They'll do remarkable things, and all you need to do is give them a little infrastructure and a lot of room to change the world. And I think that holds in any industry."

Laszlo Bock
Google's former SVP of People Operations

Takeaways

Give all employees room + permission to solve problems

Create a framework for autonomy + accountability

Experiment, then launch / iterate / kill

Measure everything

Hire for the change you want to see

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Primer

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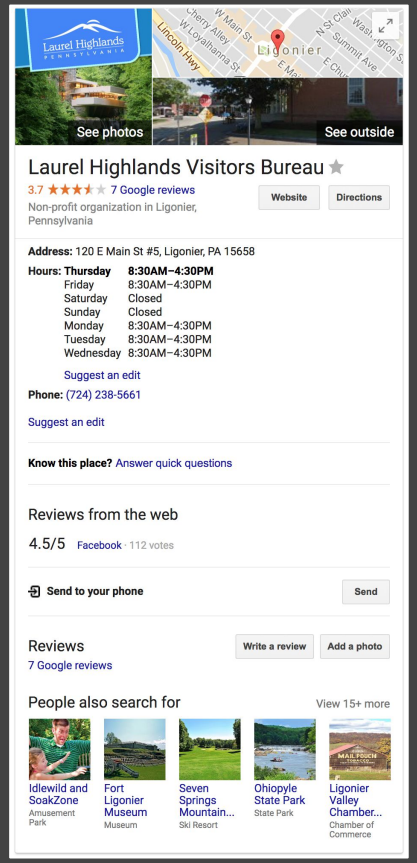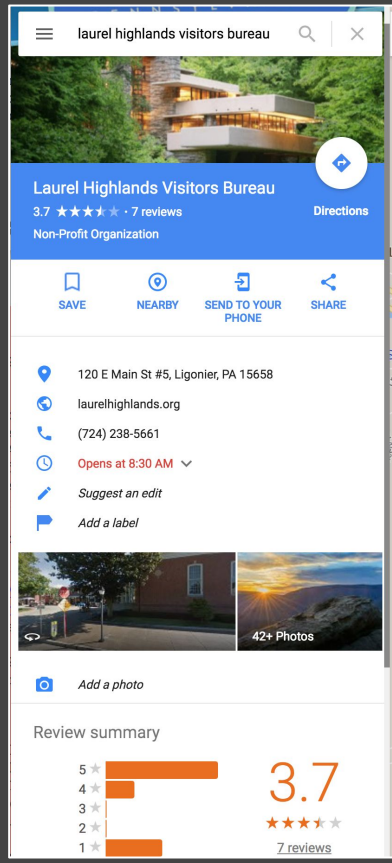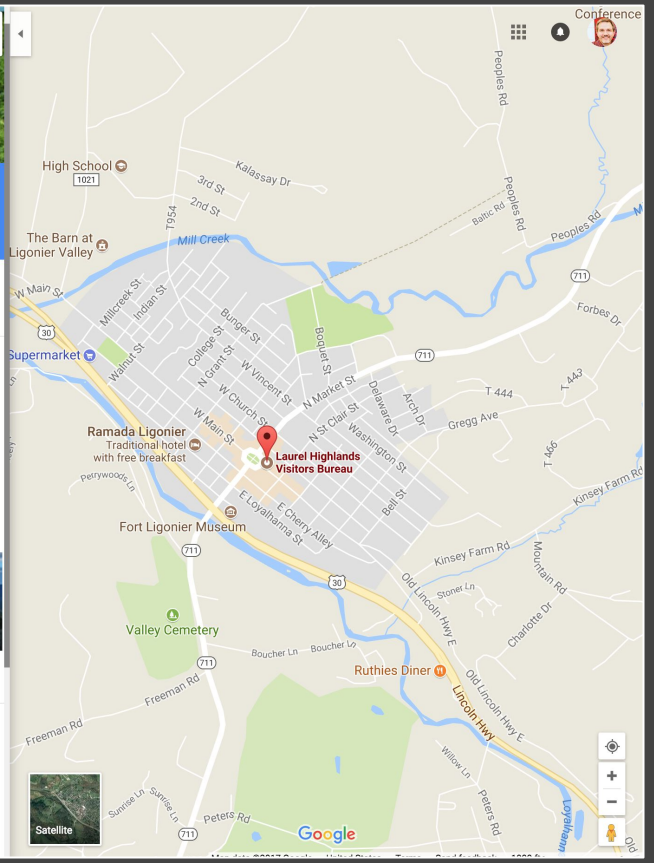
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