

Creating A Culture of Growth

Mike Capsambelis



Room to solve
problems



Permission to
take risks



Not just your
products and
services.

- HR
- IT
- Sales
- Marketing
- Operations





Ideas come
from
everywhere

Share
everything
broadly

OKRs

Autonomy +
Accountability



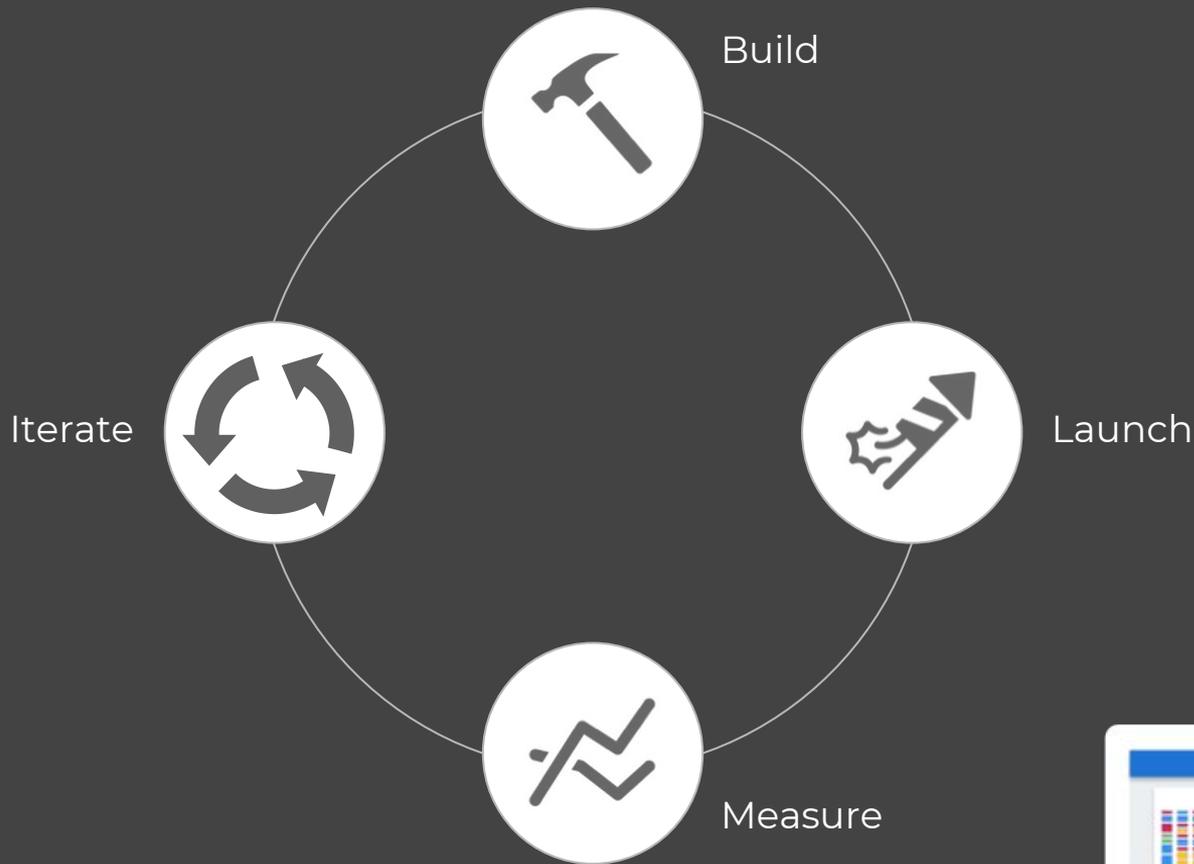
No Progress Made



On Target

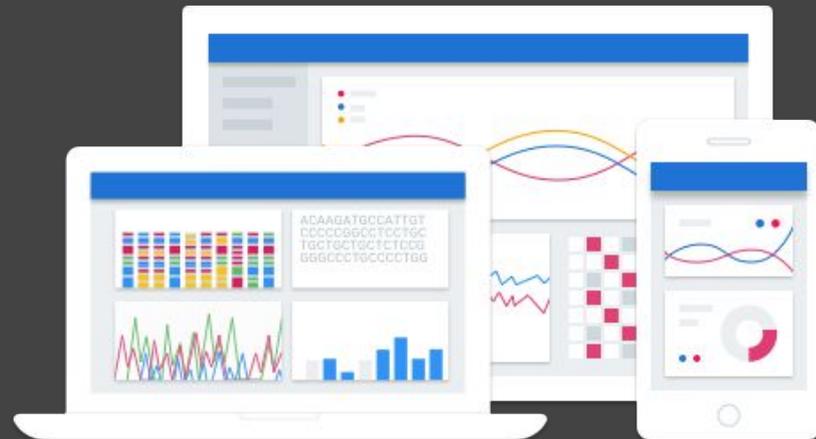


Achieved



Data >
Opinions

Everything is
an Experiment

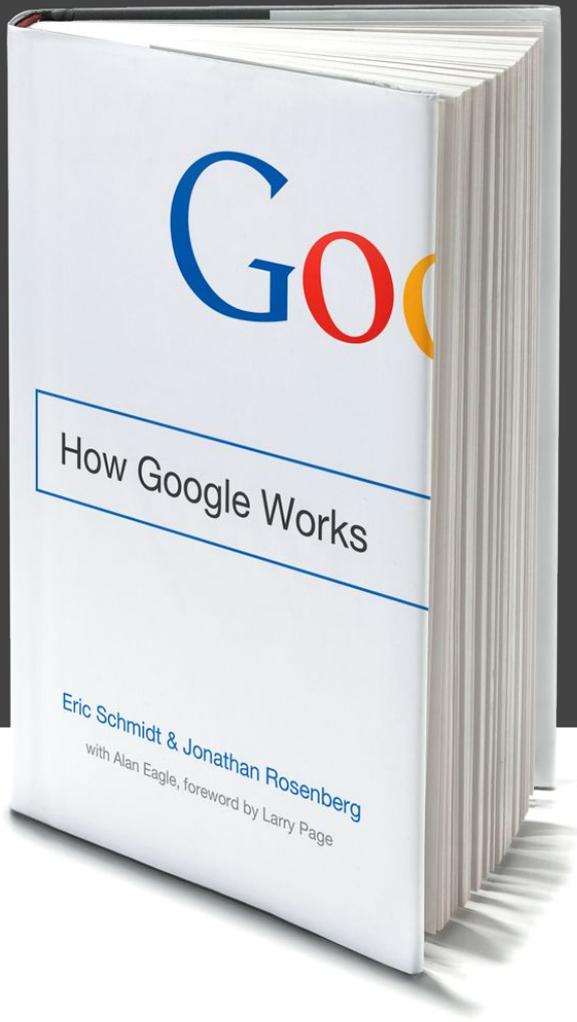


**Hire for the
culture you
want**

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“

"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

Grow with Google: <http://grow.google>

Grow with Google

Overview

Programs

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For Local Businesses



Jennifer Daurora with her mom, Bonnie McGinnis Vello, business owners
McGinnis Sisters Special Food Stores
Monroeville, PA

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Primer

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