

THE 5 STAGES OF TRIBAL CULTURE

RELATIONSHIP TO PEOPLE

BEHAVIOR

% OF ORGS

Team

STAGE 5

"LIFE IS GREAT"

Innocent Wonderment

2%

the language revolves around infinite potential and how the group is going to make history - not to beat a competitor, but because doing so will make a global impact. this group is in competition with what's possible, not with another tribe

Stable Partnership

STAGE 4

"WE'RE GREAT"

Tribal Pride

22%

people are fully themselves, & everyone seems happy, inspired, & genuine; the culture emphasizes shared core values and interdependent strategies; a 'we're great' tribe always has an adversary, & the bigger the foe, the more powerful the tribe

Personal Domination

STAGE 3

"I'M GREAT (AND YOU'RE NOT)"

Lone Warrior

49%

knowledge is power, so people hoard it; they have to win, and winning is personal; the mood is one of wanting help and support, yet being continually disappointed that others "don't have their ambition or skill"

Separate

STAGE 2

"*MY* LIFE SUCKS"

Apathetic Victim

25%

people are passively antagonistic; seen it all before and watched it fail; quietly sarcastic and resigned; judging, yet never interested enough to spark any passion

Alienated

STAGE 1

"<ALL> LIFE SUCKS"

Undermining

2%

people are despairingly hostile, banding together to get ahead in a violent and unfair world

TRIBAL LEADERSHIP

Cheat Sheet

Visit the book's website
www.triballeadership.net



TRIBE A naturally occurring group of 20-150 people, e.g. a small company or a department in a large company. It's not only employees but also partners, frequent costumers or friends.



Life's great!
Team



Advise them to explore values, noble cause and outcomes with their teams, as well as to regularly reflect on how they can all work better together. Encourage them to let their teams solve their own problems. Assign bolder projects and create an opportunity to make history.



We're great!
Collaboration



Encourage them to introduce their contacts to each other based on values and advantages, i.e. forming triads. Compliment their successes but stress that they can't accomplish more without others. Assign them projects too big for one person, thus enforcing a partnership. Point out Stage 4 role models and talk about your own 3»4 transition. Encourage overcommunication.



I'm great!
Personal



My life sucks!
Separated

Encourage them to make a friend. Then another. And another. Show them how their work makes a difference, what their strengths are and how they can improve. Late Stage 3 people make good mentors for this stage.



Life sucks!
Alienated

Point out that life is good for other people and so might be theirs. Encourage them to cut ties with Stage 1 people and meet new people.

STAGES Each tribe is in one of five stages – the stage that most of its members are in.
LEVELING UP Raise a tribe to the next stage by leveling up the majority of its members.