## THE 5 STAGES OF TRIBAL CULTURE

% OF RELATIONSHIP BEHAVIOR ORGS TO PEOPLE **Innocent Wonderment** 2% STAGE Team "LIFE IS GREAT" 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 STAGE **Tribal Pride** 4 22% Stable Partnership people are fully themselves, & everyone seems happy, inspired, & "VE'RE GREAT" 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 **Lone Warrior** 49% "I'M GREAT Personal Domination knowledge is power, so people hoard it; they have to (AND YOU'RE NOT)" win, and winning is personal; the mood is one of wanting help and support, yet being continually STAGE disappointed that others "don't have their ambition or skill" STAGE **Apathetic Victim** 25% Separate 2 people are passively antagonistic; seen it all before and "\*MY\* LIFE SUCKS" watched it fail; quietly sarcastic and resigned; judging, yet never interested enough to spark any passion Undermining Alienated 2% "<ALL> LIFE SUCKS" STAGE 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



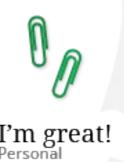
**TRIBE** A naturally ocurring group of 20-150 people, e.g. a small company or a department in a large company. It's not only employees but also partners, frequent costumers or friends.





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.





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.



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.

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.