



# CULTURE

Brian Chesky



Stanford CS183B  
hosted by Sam Altman, Y Combinator

Alfred Lin  
SEQUOIA

# WHAT YOU'LL GET FROM TODAY

- What is culture?
- Why does it matter?
- Core Value Work Sheet
- Elements of high performing teams
- Some best practices for culture

# WHAT IS CULTURE?

The beliefs, customs, arts, etc., of a particular society, group, place, or time

A particular society that has its own beliefs, ways of life, art, etc.

A way of thinking, behaving, or working that exists in a place or organization (such as a business)

# WHAT IS COMPANY CULTURE?

Everyday (A) and (B) of each member of the team in pursuit of our company (C).

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Everyday (A) and (B) of each member of the team in pursuit of our company (C).

(A) = assumptions, beliefs, values, core values

(B) = behaviors, actions

(C) = goals, bhag (big hairy audacious goal), mission.

“

Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.”

- Mahatma Ghandi

# WHY DOES IT MATTER?

First Principles

Alignment

Stability

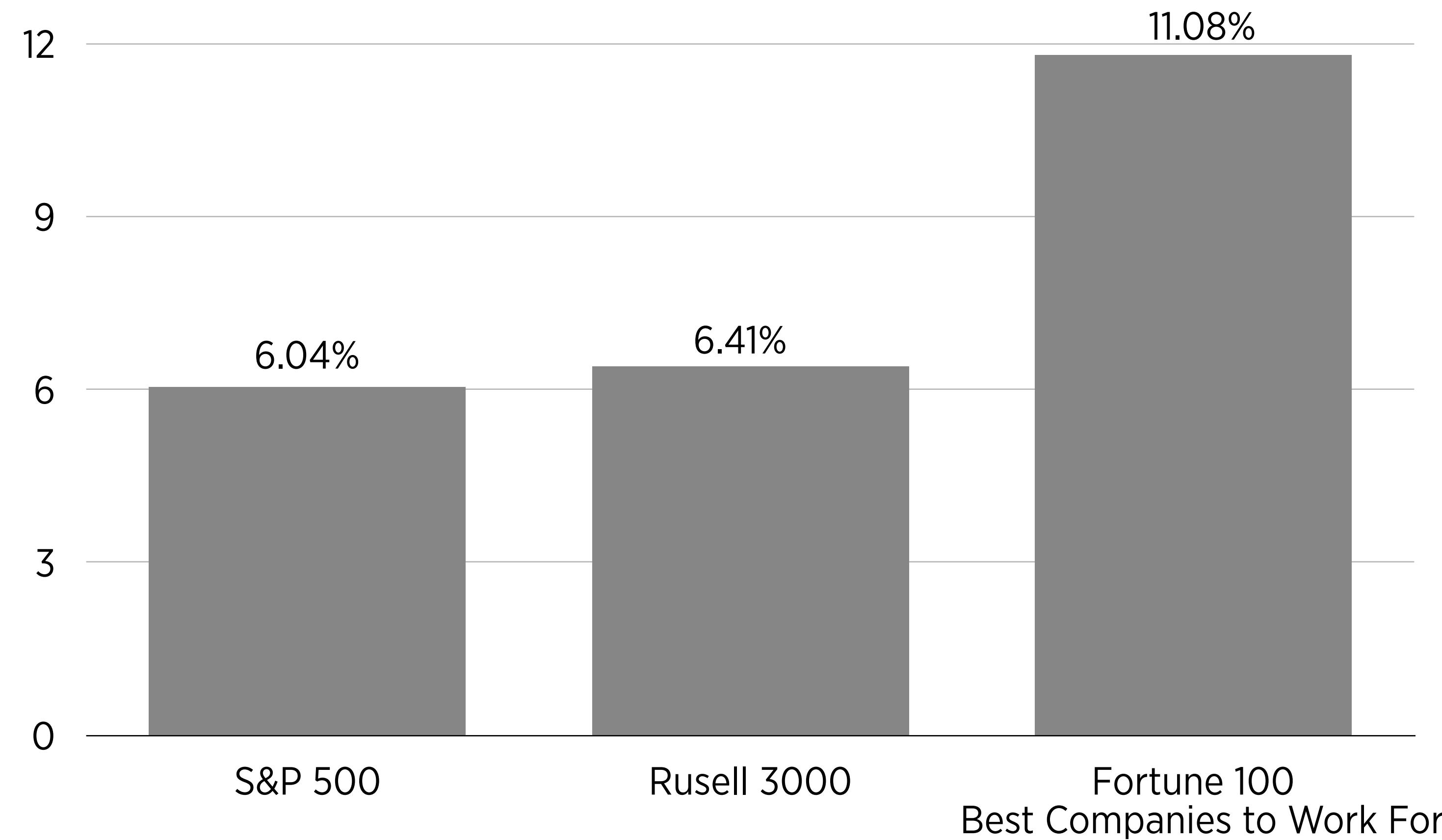
Trust

Exclusion

Retention

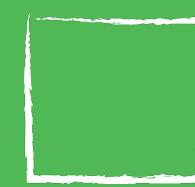
# WHY DOES IT MATTER?

Comparative Stock Market Performance (1997-2003)

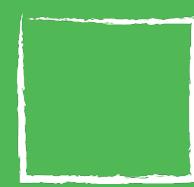


# CORE VALUE WORKSHEET

- 1) As the leader, what personal values are most important to you?
- 2) What are the most important values for business success?
- 3) What values will you look for in employees?
- 4) What could never be tolerated? (consider the opposite as values)
- 5) Remember to incorporate your mission into your core value



credible



uniquely tied to your mission

# CORE VALUE WORKSHEET

honesty

integrity

service

teamwork

# ELEMENTS OF HIGH PERFORMING TEAMS



# SOME BEST PRACTICES FOR CULTURE

- 1) Incorporate your mission to your values
- 2) Performance = think harder, deeper, longer about values
- 3) Interview for culture fit
- 4) Evaluate performance on culture as well
- 5) Make it a daily habit

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