

# COMMAND LINE CULTURE

*How Leadership Writes the Code for Team Culture*

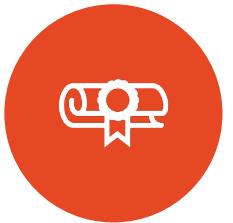
*Jeremy Cox, CETL®*

*CIO, Washington County School District*

# About Me



BACHELORS DEGREE IN  
COMPUTER INFORMATION  
TECHNOLOGY



CERTIFIED EDUCATIONAL  
TECHNOLOGY LEADER  
(CETL)



CAREER HAS BEEN  
SECURITY FOCUSED



SAINTCOM CO-CHAIR  
UTAHSAINT BOARD OF  
TRUSTEES



RUN A DJ BUSINESS ON  
THE SIDE



HUSBAND



FATHER



BORN COUNTRY



HAM



MILITARY BRAT

**“Real leadership is about understanding yourself first, then using that to create a superb organization. Leaders must free their subordinates to fulfill their talents to the utmost. However, most obstacles that limit peoples potential are set in motion by the leader and are rooted in his or her own fears, ego needs, and unproductive habits. When leaders explore deep within their thoughts and feelings in order to understand themselves, a transformation can take shape.”**

Michael Abrashoff – It's Your Ship 2002

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**“Know thyself”**

**-Socrates**

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**In order to lead, each  
of us needs to truly  
know ourselves...**

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# **My Journey...**



*In this talk I will discuss:*  
**One aspect of my personality,  
that if left unchecked would  
significantly impact my team**

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# I like to Fix Stuff



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**And if I don't know how to fix stuff, I tear it apart and figure it out...**



**I VOID  
WARRANTIES**

And most of the time I can figure it out...



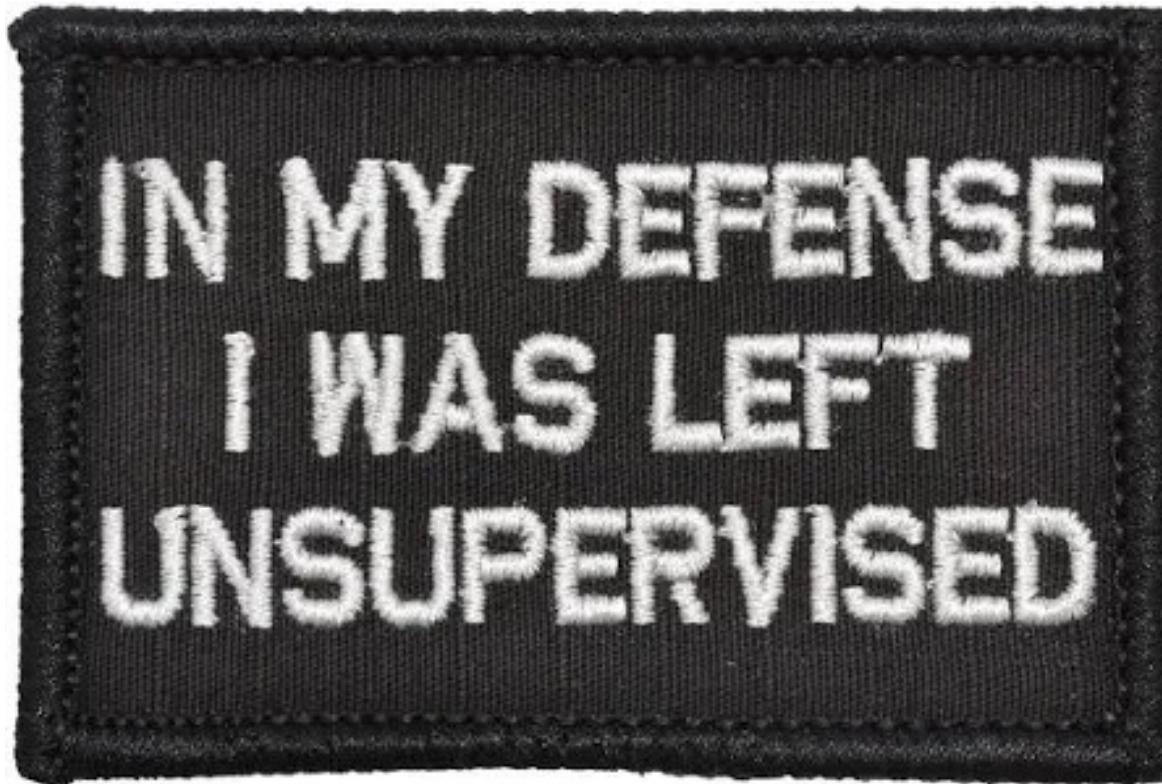
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**Fixing stuff is where I find satisfaction and if  
I'm being honest, base a lot of my self worth.**



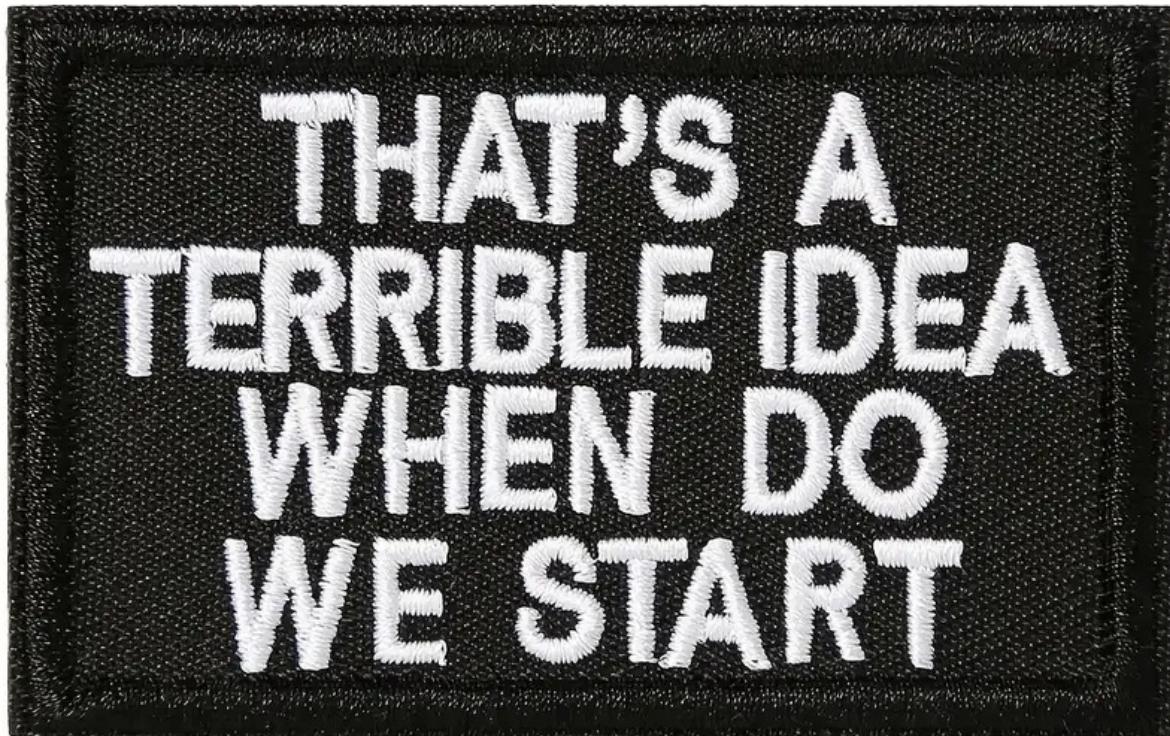
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**And I think that many of us in the  
technology industry have this in common**



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**When something breaks, we passionately  
and persistently exec while(broken){fix;}**



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**Unfortunately this method of solving problems  
can have undesired results in leadership roles**

**THE BEATINGS  
WILL CONTINUE  
UNTIL  
MORALE IMPROVES**

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16 years ago I realized that you can't solve  
people problems like technical problems



# Leadership Goals

1. Want them to know that I really care
2. Feel valued and supported in their responsibilities
3. Innovative
4. Collaborative
5. Expect accountability that is focused on personal and team growth, empowered with personal choice
6. Integrity

# Personal Story

*Let me introduce you to Fizz*



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**Years ago, my  
daughter  
decided she  
wanted a dog  
for Christmas...**



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**But we already  
had a family  
dog...**



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**So began the  
search for the  
perfect dog...**



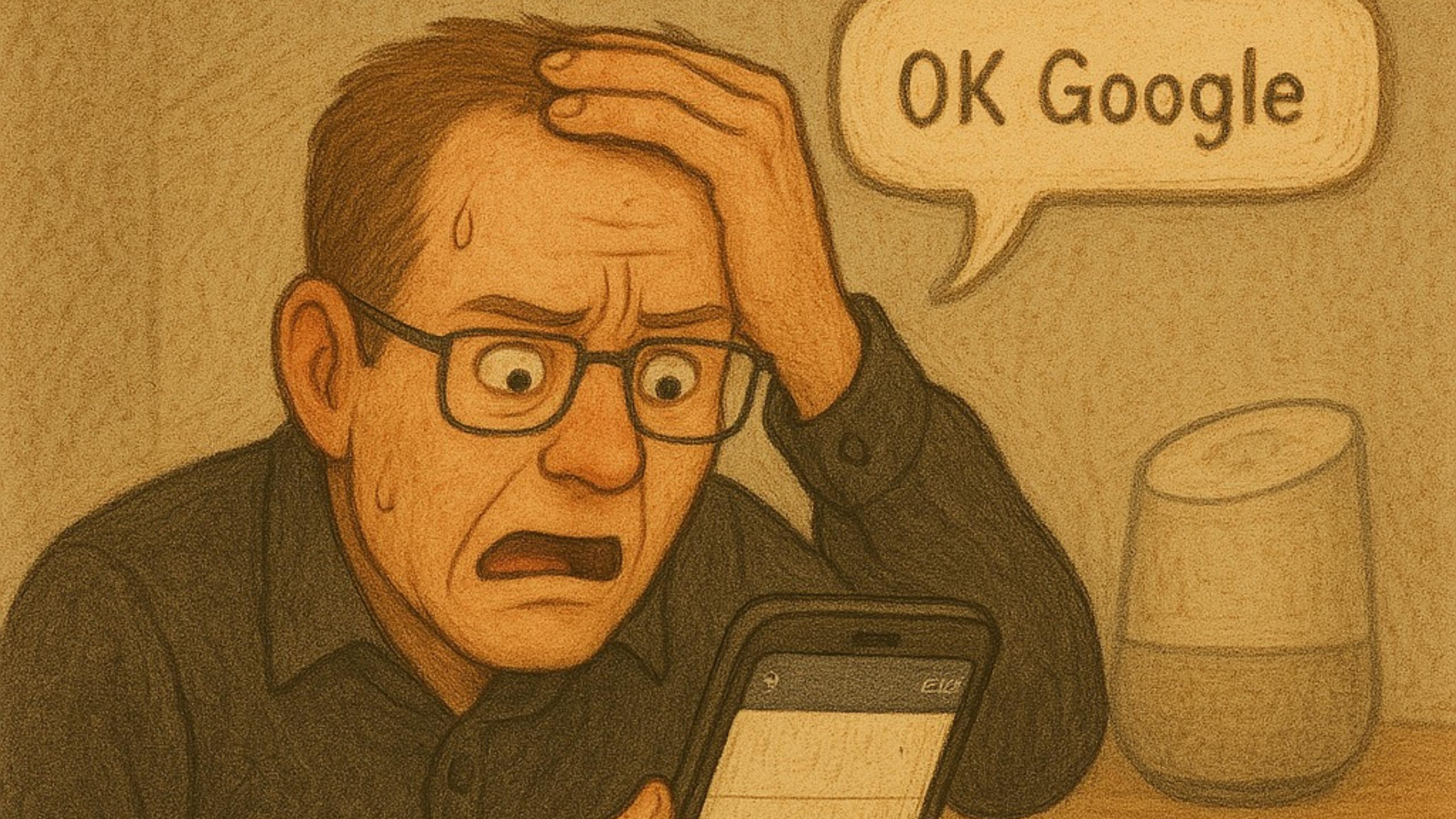
**Best Friends**







OK Google



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**Even small  
amounts of  
Vitamin D can  
be deadly for  
dogs.**



# PANIC



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# MORE PANIC



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EVEN  
MORE  
PANIC

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**YES,  
NOW  
SPREAD  
PANIC**

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I've killed my  
daughter's dog!

The illustration depicts a group of people reacting to a dark-colored Shiba Inu dog lying on the floor. A woman in the center is crying, covering her face with her hands. To her right, another woman looks shocked and holds her hands up. An older man behind her has his hand to his head in distress. On the far left, a man in a plaid shirt looks on with a neutral expression. A speech bubble from the top right contains the text "I've killed my daughter's dog!".

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```
Panic {  
    disable(Prefrontal Cortex);  
    return(Amygdala());  
};
```

We need help!  
Maybe we can get her to  
throw up?





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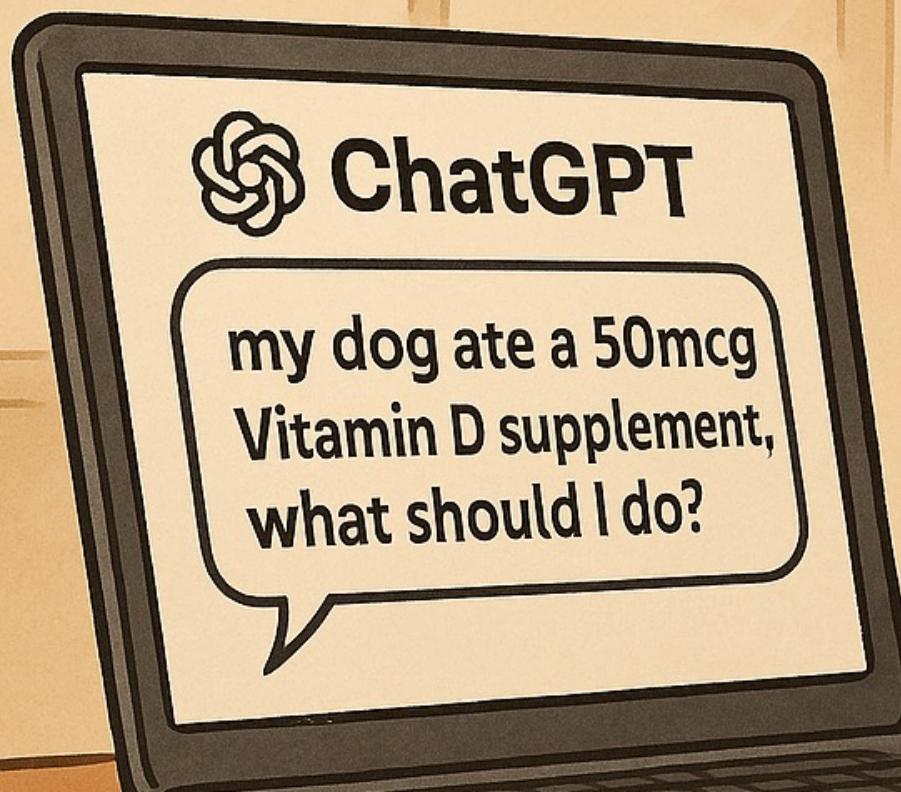
**While my wife  
and I try and get  
help...**



A black and white illustration featuring a woman with long, dark hair in profile, facing right. She is wearing a dark turtleneck sweater and holding a small bottle of perfume or fragrance in her right hand, which is raised near her face. To her right is a rectangular sign with a double-lined border. Inside the border, the words "POISON CONTROL" are printed in large, bold, capital letters. Below this text is a stylized skull and crossbones symbol.

POISON  
CONTROL





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**3% hydrogen  
peroxide (1  
teaspoon per 5  
pounds of body  
weight, max 3  
tablespoons)**



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**60lbs = 3 tablespoons**

A vintage-style illustration showing a hand holding a metal spoon filled with a white liquid, presumably hydrogen peroxide. The hand is positioned above a large brown glass jar with a white label that reads "HYDROGEN PEROXIDE". The jar has a dark brown wooden lid. The background consists of horizontal hatching lines, suggesting a wooden surface or a rustic setting.

HYDROGEN  
PEROXIDE

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**Meanwhile, my  
wife is  
attempting to  
contact animal  
poison control.**



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HYDROGEN  
PEROXIDE

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**My wife then  
asks me, should  
we pay \$35 to  
get help?**



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**Leaving the kids  
to continue  
working with  
Fizz, I go check  
on my wife...**



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**When I check on  
her, I find that  
she hasn't  
contacted the  
animal poison  
control, rather  
she has  
connected with a  
chat service...**





**SECURITY  
ALERT**

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# MORE PANIC



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**So now that we  
have already  
paid \$35 to a  
chat service,  
lets increase  
our odds at  
getting help...**



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**I then call one  
of the two  
actual poison  
control phone  
numbers**



---

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**And it asks me  
if I want to pay  
\$85 to get help**





MUSIC  
CONTROL  
ON HOLD

ON HOLD





A vintage-style illustration showing a hand holding a metal spoon filled with a white liquid, presumably hydrogen peroxide. The spoon is held over a large brown glass jar with a white label that reads "HYDROGEN PEROXIDE". The jar has a dark brown wooden lid. The background is a light beige color with horizontal hatching. A small white cap lies on the surface next to the jar.

HYDROGEN  
PEROXIDE



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**Then the chat  
service starts  
responding...**

**And it says its  
connecting us  
to a vet.**



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**The vet  
confirms to us  
that the Vitamin  
D may kill her.**



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**Then the vet  
tells us to give  
her Milk,  
Pumpkin, and  
Activated  
Charcoal to  
prevent it from  
being absorbed.**



And..

The image features a large, bold, white sans-serif font that reads "got milk?". A registered trademark symbol (®) is positioned at the top right corner of the letter "k". The background is a solid black rectangle.





ACTIVATED  
CHARCOAL

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```
If (panic.cooldown=true)
{
return(Prefrontal_Cortex());
};
```

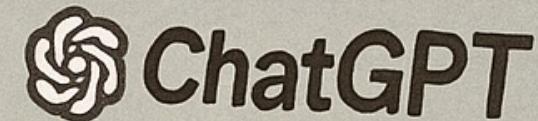
Wait a second...

How much is deadly?



A cartoon illustration of a man with brown hair and glasses, wearing a dark green jacket over a t-shirt. He is sitting at a desk, looking down at a laptop screen with a worried expression, hand near his forehead. The background is a plain, light color.

# 54X MORE



A 60-pound (27 kg) dog would need around 2,700 mcg (2.7 mg) for potential toxicity. Since your dog ingested 50 mcg, this is well below toxic levels. However, it's still best to monitor for any symptoms and check with your vet for peace of mind.

# **Phycology - What happened?**

I  
**PANIC** → **Everyone else**  
**PANICS**

No one is thinking rationally.  
Everyone is in Fight or Flight mode.  
**In complex environments,  
this usually makes things worse!**

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# e·mo·tion·al con·ta·gion

/ ə'mōSH(ə)nəl / kən'tāj(ə)n /

*the tendency to mimic verbal, physiological and/or behavioral aspects of another person's emotional experience and thus to express/experience the same emotion*

*(Sonnby-Borgström and Jönsson, 2004).*

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**What does this have  
to do with  
leadership?**

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# lead·er·ship con·ta·gion

/'lēdər,SHip / kən'tāj(ə)n/

*"leadership contagion" refers to the process where a leader's emotions and behaviors influence the emotions and behaviors of their team members. This influence can be positive or negative, impacting team morale, motivation, and performance. Leaders who effectively manage their emotions and behaviors can create a positive contagious leadership style, while those who struggle with self-awareness can spread negative emotions.*

# Leadership Goals

1. Want them to know that I really care
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6. Integrity

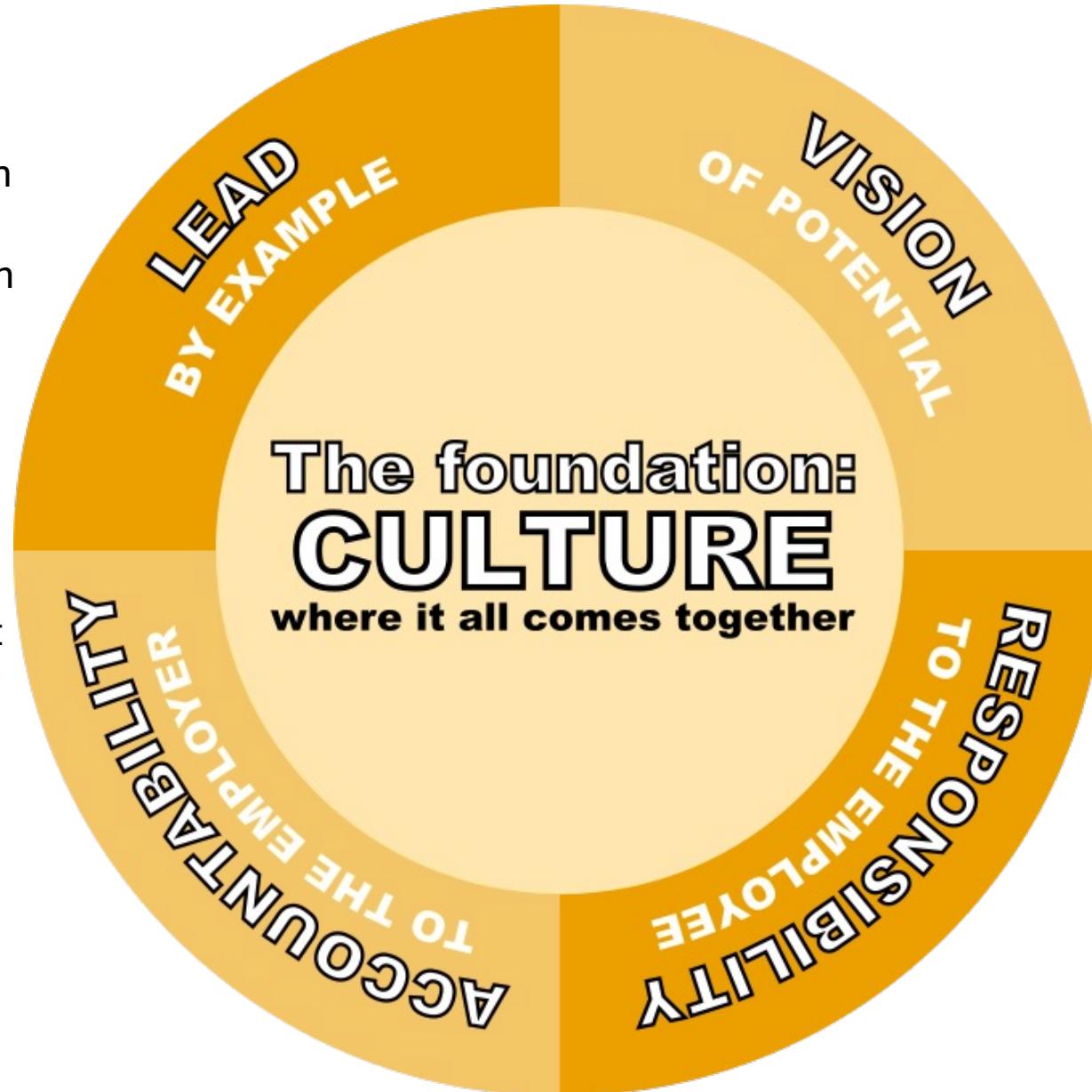
# 4 LEADERSHIP PILLARS

Lead like your team is watching (because they are)  
Be the person you want them to be.

Never expect something from them that you won't do yourself

Teams are a mirror and an amplifier of their leader

“Great performance without great conduct is unsustainable. Great conduct without performance is ineffective. Culture thrives when both are held accountable— together.”



Know each employee.  
See the potential of each person and team.  
“Find round people for round holes.”  
Tap into potential.  
After meeting the baseline, hire for attitude, train for aptitude.

Empower with personal choice to solve problems.  
Recognition.  
Training.  
Tools.  
Feedback and Support.  
Invest in them, and they will invest in the team.

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**Culture is not a perk—it's your foundation.**

**“Great teams run on great culture.  
And culture starts with you.”**

Michael Gervais

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# **leader@org:~\$ culture --set-defaults**

- Culture cascades from leadership
- It's not what you say—it's what you do
- It's the *defaults* your team inherits
- Your Team is a Mirror—and an Amplifier

# **What kind of leader do I NEED to be?**

1. Care about every member of my staff as equally as possible
2. Take care of my staff (tools, training, recognition, encouragement, help)
3. Encourage Innovation & think outside the box
4. Encourage collaboration, pull the team together, build relationships
5. Maintain accountability, enlist personal buy-in, focus on growth, give employee's the choice to change
6. Have Integrity: Positive, Ethical, Fair, Transparent & Trusted

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# **What kind of leader do I NEED to be?**

A lesson I was taught many years ago...

Threatened the air raids in WWII on all major cities throughout Britain, in 1939 the British Government wanted to strengthen morale, and eliminate panic.



# Dad's Army

- *Dad's Army* is a British wartime sitcom that humorously follows the misadventures of a bumbling Home Guard unit in WWII-era England as they prepare to defend their town from invasion.
- BBC TV Show in 1968
- Converted to a Radio Show in 1974
- When I lived in England, we often listened to the Radio Show while we drove.



**Corporal Jones**, a loveable but excitable member of the Home Guard platoon.



Jones would often shout “Don’t panic! Don’t panic!” in moments of crisis or confusion—ironically while panicking himself.

His attempts to reassure others (and himself) usually backfired, creating chaos (and laughter).



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**What kind of leader do I NEED to be?**

**DON'T  
PANIC**

# But what if I'm not in a leadership role?

## Model the Culture You Want to See

Even without authority, you have *influence*—and culture often spreads sideways.

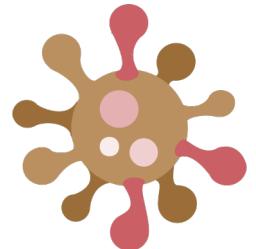
- Be the first to help.
- Speak respectfully, especially under stress.
- Show curiosity instead of cynicism.
- Take ownership, even if it's not “your problem.”

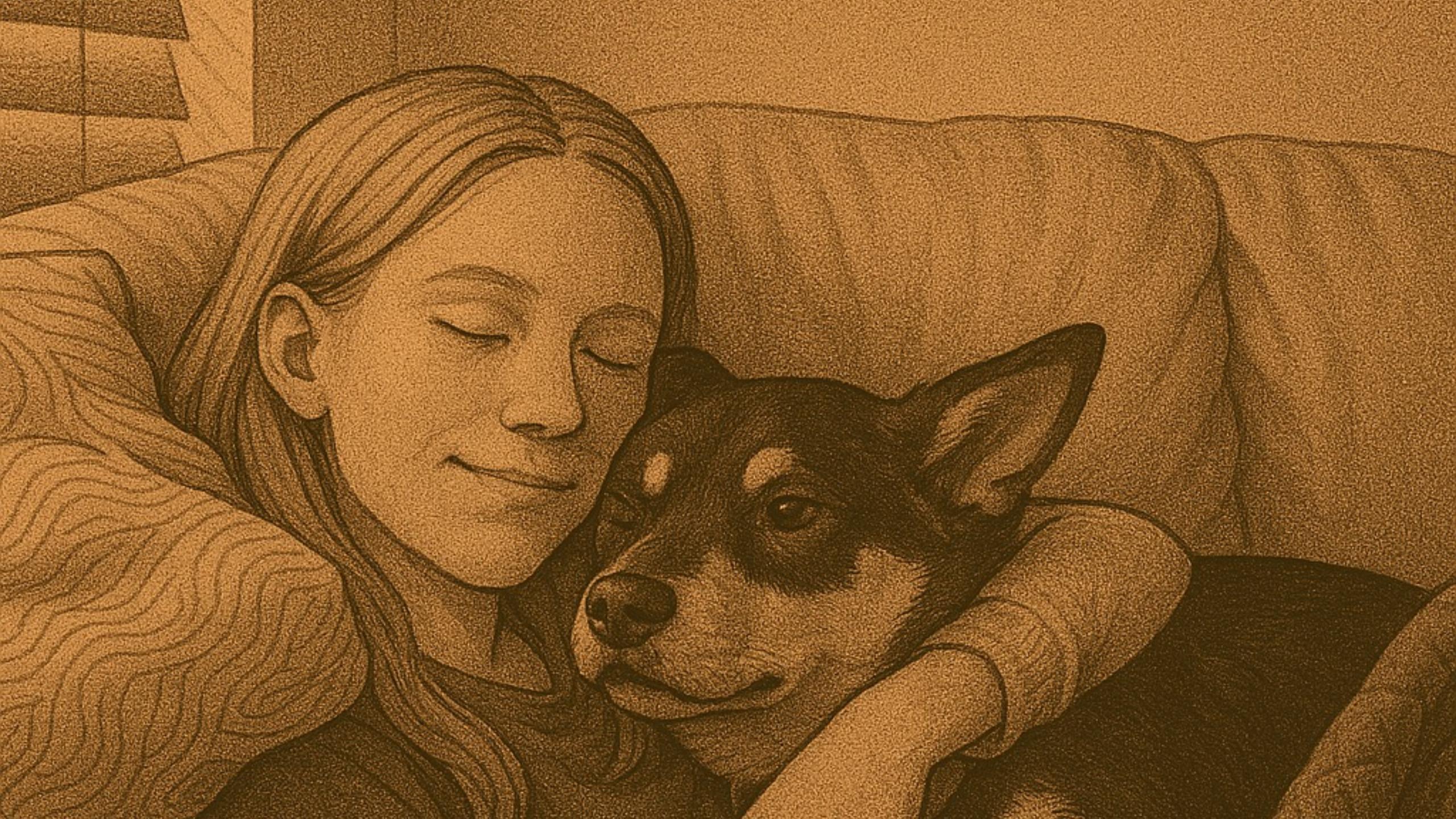
**“You don’t need a title to lead—just intention.”**

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The real question is:

***WHAT ARE YOU  
SPREADING?***





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**Because we all know  
that working in IT is  
easy...**

**It's like riding a bike.**

**WORKING IN IT  
IS LIKE RIDING A BIKE**



**EXCEPT THE BIKE IS ON FIRE  
AND YOU'RE ON FIRE  
AND EVERYTHING IS ON FIRE**

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**So if you take  
anything from this  
message today, just  
remember...**



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**WHATEVER  
TOMORROW  
BRINGS TO IT**

~

**WE WILL GET  
THROUGH IT  
TOGETHER**



**KEEP  
CALM  
AND  
CARRY  
ON**

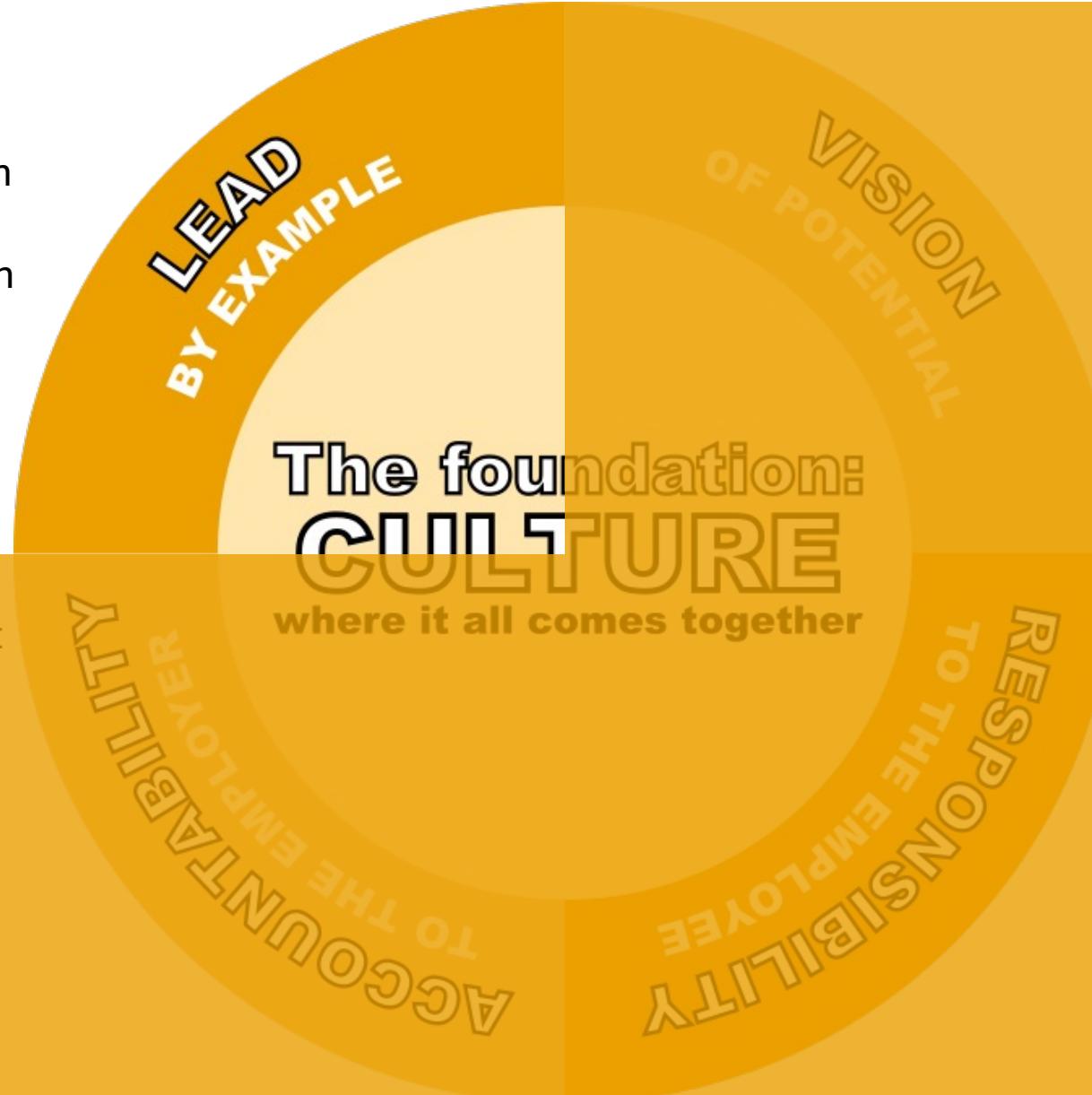
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