



BOOK NOTES

The Culture Code

by Daniel Coyle

- Build Safety - Share Vulnerability - Establish Purpose
- “Any jackass can kick down a barn, but it takes a good carpenter to build one”
- AAR is not to assign credit or blame, but to build a mental model that can be applied to future events.
- BAR is to understand the outcomes you are working toward
- 2:1 ratio of understanding to being understood
- Over-communicate expectations, Deliver negative stuff in person, In conversation, resist the temptation to reflexively add value, Aim for candor, not brutal honesty, embrace discomfort, build wall between performance mgmt and pro development, Flash mentoring
- Be open to challenging long beliefs to validate them!
- Rosenthal experiment: Teachers who were told their students were gifted achieved better results than teachers who were told their students were average (with similarly situated kids)
- Catmull: Hire people smarter than you; Fail early, fail often; Listen to everyone’s ideas; Face toward the problems; B-level work is bad for your soul; It’s more important to invest in good people than good ideas.

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