

NORDIC BUSINESS FORUM

LEADER'S DIGEST

"People want to be *proud* of the company they work for. Customers want to be proud of the company they buy from."

Al Gore



3 STEPS OF THE NETFLIX CULTURE

Netflix is well-known in the business world not only for its great transformation but also for its agile and creative culture. **Erin Meyer**, a professor at INSEAD, and **Reed Hastings**, the co-founder and CEO of Netflix, tell the story of Netflix's evolution in their book *No Rules Rules*. Netflix applies a three-step process that has cultivated an unconventional yet thriving culture:

- **Step 1: Hire and keep the best talent.** As it turns out, performance—good or bad—is contagious. On a team of top performers, people are motivated and inspired to perform at the highest levels.

- **Step 2: Promote candor and transparency at all levels.** Netflix encourages people to be candid with everyone on the team. This openness is so ingrained in the company's culture today that not speaking up has become an act of disloyalty.

- **Step 3: Remove controls to create freedom and responsibility.** Netflix recognizes that strict policies and processes often hinder creativity and innovation. When people are unimpeded by rules and empowered to take control of their work, they are more likely to be motivated towards high performance.

[Read more about these steps on our blog.](#)

READ THE ARTICLE

HOW CAN YOU MOTIVATE YOUR TEAM?



Nowadays, it's crucial to create an environment and build a culture that will allow you to have talent (highly skilled and extremely productive people) working for you instead of your competitors.

So, what is it that first motivates people to come to work for you - and maybe more importantly, what makes them stay?

[In this discussion](#), **Daniel Pink**, the author of six provocative books on business and human behavior, lists the three elements of his motivation formula.

WATCH THE VIDEO

INSIGHTS OF THE QUIET REVOLUTION

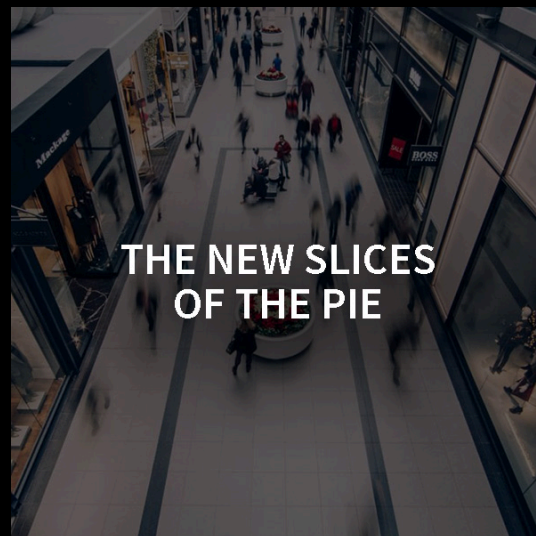
[In this podcast episode](#), **Susan Cain**, an author, speaker, and chief revolutionary at Quiet Revolution, talks about the false perceptions of introverts and the upsides of being an introvert.

She also talks about leadership and working life from the perspective of introverted people. And gives her advice on how to lead a team of extroverts while being an introvert—and the opposite.

LISTEN TO THE PODCAST

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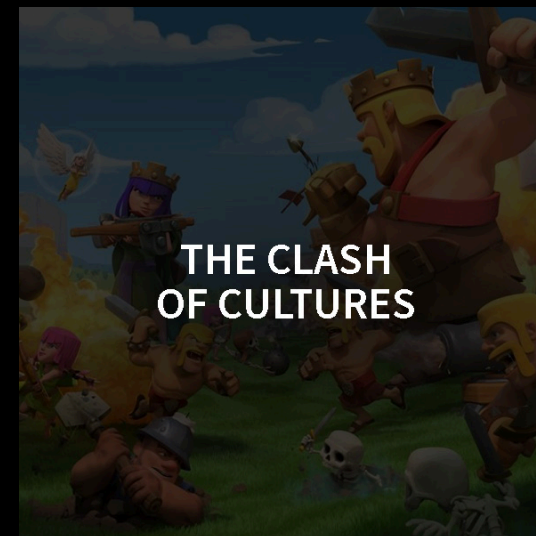
NORDIC Business Report



THE NEW SLICES OF THE PIE

2021 Fjord Trend: Liquid Infrastructure

"The role of shops is seriously challenged. Not only has the pie that was out there for the supply chain to share become smaller – it has also been sliced in a very different way." [Read more.](#)



THE CLASH OF CULTURES

The Clash of Cultures

"I used to believe that company culture is something that is carved in stone. As the world around us evolves, I have learned that it is important also for the culture to develop accordingly", says Ilkka Paananen, the CEO of Supercell. [Read more.](#)

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WHAT INSPIRES US



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"Culture is the most important thing we have. Culture is the common thing for all the 12,000 employees of Nordic Choice. Culture eats strategy for breakfast. You can never buy culture from Boston Consulting Group or McKinsey & Company. You have to live it."

We recently came across a video, where **Petter Stordalen**, the owner of Nordic Choice Hotels, talks about his leadership principles such as the emphasis on culture and the importance of responsible business. [Watch the video to learn more.](#)

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