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A Century and Beyond

Presentation Overview

- Vision
 - Importance
 - Building a Lasting Vision
- Motivation
 - Carrots and Sticks
 - Intrinsic Motivation
- Building a Successful Culture
 - The Right People
 - Healthy Morale

Vision

- Importance of a Vision
 - Giving Reason
 - Companies with Vision
- Building a Lasting Vision
 - Making the World Better
- Preaching the Vision
 - Time Tellers and Clock Builders
 - Management's Role

Motivation

- Carrots and Sticks
 - The Unintended Consequences of Rewards
 - Good Uses of Rewards and Punishments
- Intrinsic Motivation
 - A New Way of Doing Business
 - Percent Time, and other Techniques
- Successfully Motivating a Workforce
 - Compensation
 - Autonomy, Mastery, Purpose

Building a Successful Culture

- The Mission Statement
 - Three Key Points
 - Vision
 - Broadness
 - Don't Assume a Solution
- Involving the Right People
 - Gentry Lee
- Maintaining Healthy Morale
 - The Right People for the Right Reasons
- Summary

Bibliography

Built to Last: Successful Habits of Visionary Companies

Jim Collins, 1997

Drive: The Surprising Truth about what Motivates Us

Daniel Pink, 2009

So you Want to be a Systems Engineer?

Gentry Lee, 2005