

# 10 things we've learned about culture

1. Honor your past; define your future
2. Net it out: Simple yet strategic
3. You can't fake it
4. Have a purpose-driven mission
5. Make symbolic changes big and small
6. Make it who you are
7. Communicate, communicate, communicate
8. Let technology accelerate the change
9. All oars in the water
10. Stay humble, stay the course

