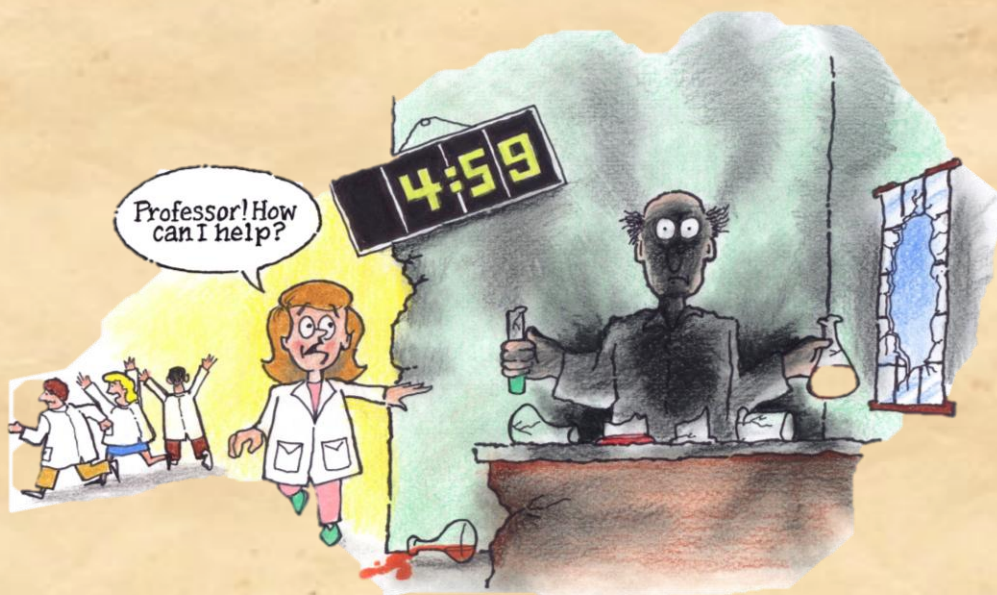


WHAT CAN I DO TO HELP?

A great enterprise will have individuals who are willing to take reasonable risk in order to achieve a worthwhile goal. People will be reluctant to take such risk, however, if each failure is met with an assumption of fault and a punitively oriented search to identify who is to be held responsible for the failure or problem.

The health of a culture can sometimes best be measured when things go wrong. Good leaders recognize that a crisis is not a good time to be focused on the assignment of blame; bad leaders tend to circle the wagons and start shooting...inside the circle!

A healthy culture is infused with individuals who show up when and where they are needed most - and they show up with a simple phrase: *"What can I do to help?"*



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