IP BEST PRACTICES

Success and Failure

A best practice shared by Charles de Sabran-Pontevès.

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Success and Failure

Learning from past successes helps organizations become more aware of their actual culture and the routines which fuel it.

Key steps

Ask several groups of employees to find 3 memorable successes they lived with the organization — whether a product launch, an IT implementation, a recruiting, etc.

Drive them to candidly describe in one sentence each success step by step, focusing on 'what' and 'how': from the initial intention, to first action, then team momentum, tangible results and finally the sense of achievement.

Find common features among all those stories and discuss the power of your singular culture as a force to realign the organization around your purpose.

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