



Rich Lyons  
Dean

Haas School of Business  
University of California, Berkeley

When Your  
Culture is  
Their Product

Silicon Valley Production  
Management Association

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# Berkeley-Haas Defining Principles

Question the Status Quo  
Confidence Without Attitude  
Students Always  
Beyond Yourself



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# Levers for Making Real

- Selection
- First experiences
- Rewards and recognition
- Storytelling
- Leader actions



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