

Standards of Culture	Level Zero Community Mindset "Chaotic"	Level One Community Mindset "Conformity"	Level Two Community Mindset "Acquiesce"	Level Three Community Mindset "DO-THE-RIGHT-THING"
1. Standard of Knowledge:				
<i>Usage of Information</i>	Limited, Arbitrary	Stored-Away	As-Needed	Open & Available
2. Standard of Behavior:				
<i>Organizational Structure</i>	Open, Limited	Silos & Feudal Estates	Division of Expertise & Functions	Integration with High Relationship Capital (RC) Trust
<i>Origination of Behavior</i>	Chaotic	Autocratic Leadership	Rules-Based	Values & Principles Based
<i>Rationalization for Behavior</i>	Survival	Coercive	Individual Self-Interest	Inspired for Greater Good
<i>Responsibility for Own & Others' Behavior</i>	Self Only	Central Detection & Enforcement Authority	Individual Organizational Groups	Universal Observance
<i>Source of Authority (Who Gets to Decide)</i>	Dictatorial	Power Figure - Arbitrary	Power Figure - Rules-Based	Individual - Values-Based
<i>Scale of Authority</i>	Very Limited	Authority without Recourse	Top-Down Decision-Making	Empowerment & Individual Accountability
<i>Source of Regulation</i>	Little	Externally Enforced	Voluntarily Adhered to Internal & External	Act on Shared Beliefs
3. Standard of Relationships:				
<i>Roles & Types of Skills</i>	As Necessary	Follower & Worker	Manager	Leader
<i>Personnel Development</i>	On the job, fear	Rote Learning	Training	Self & Group Renewal
<i>Level of Trust</i>	None existent	Heavy Inspection & Limited Delegation	Contracts & Checks & Balances	High Relationship Capital (RC) Trust
<i>Rules vs. Values</i>	Few Rules	Minimal Adherence - Loopholes	Compliance with Requirements	Guided by What is Right Thing to Do
<i>Quality of Relationships (Employees)</i>	Limited	Mistrust & Penalty-Based	Respectable Work - Pay & Reward	Social Contract - Committed to Growth
<i>Quality of Relationships (Customers)</i>	One time, No Loyalty	Mistrust & Close Monitoring	Price it Equitably & Get Paid in Return	Add Value Beyond Expectation
<i>Quality of Relationships (Suppliers/Third Parties)</i>	High Rotation	Arm's Length Principle & Transactional	Contractual & Equitable with Continuity	Mutual Collaboration - Make Each Other Better
4. Standard of Acknowledgment:				
<i>Rewards & Recognition</i>	Arbitrary, Little	Conformity &/or Obedience	Rewards for Personal & Organizational Success	Satisfaction in Achieving Mission & Significance
<i>Mistake Recognition</i>	Unrecognized	Intolerable	Tolerated, not Endorsed	Innovative Growth
<i>Penalties & Discipline</i>	Fear	Supervisor Determined - Fear	Established Structures & Standard Operating Procedures	Self & Peer Pressure & Sanctions
5. Standard of Striving:				
<i>Time Focus</i>	Immediate	Short-term	Short-Term & Long-Term Goals	Driven by Legacy & Endurance for the Enterprise
<i>Mission & Purpose for Existence</i>	Passion, Maybe	Survival-Coerced to Participate	Success Oriented - Reward for Achievement	Mission, Promise, & Importance
<i>Determination & Definition of Importance</i>	Little, Reactive Only	Purpose NOT a concern, Human Tasks	Journey of Success	Journey of Purpose
<i>Communications Capabilities</i>	Sporadic, Confusing	Top Down, Confusing	Top Down, Organized	Open, Transparent
<i>Consideration to Regulatory & Legal Requirements</i>	Avoidance	Emphasis on Enforcement	Controlled by Rewards & Penalties	Proactive & Preventive
<i>Consideration to Market and Public Issues</i>	Avoidance	Little Attention - Game the System	Highly Responsive & Reactionary	Lead & Transcend the Markets