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THE NATIONAL GEOSPATIAL CONFERENCE

Collaboration, Innovation and Resilience:
Championing a Digital Generation



Brisbane, Australia 6-10 April

Company Culture



Presented at the FIG Working Week 2025 in Brisbane, Australia 6-10 April 2025



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Misconceptions About Company Culture

What it isn't



Misconceptions About Company Culture

What it isn't

Perks & benefits



Misconceptions About Company Culture

What it isn't

Social Activities



Misconceptions About Company Culture

What it isn't

Culture = HR Policies



Misconceptions About Company Culture

What it isn't

A Written Document



Misconceptions About Company Culture

What it isn't

For Leadership Only



Misconceptions About Company Culture

What it isn't

Nice ≠ Culture



Misconceptions About Company Culture

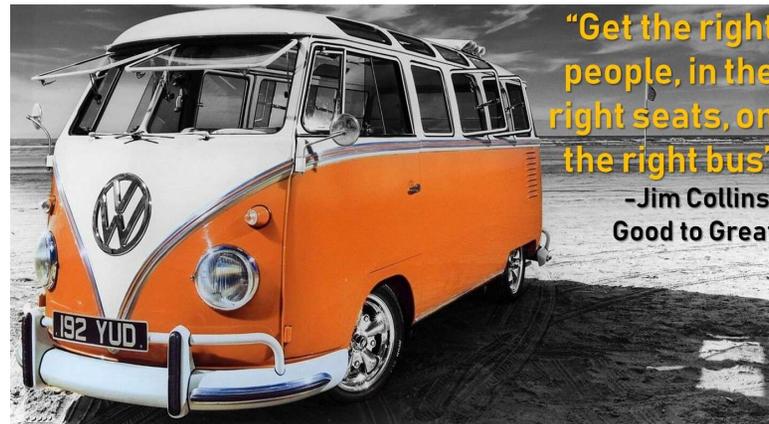
What it isn't

Good People = Good Culture

You Don't Hire For Skills, You Hire For Attitude. You Can Always Teach Skills.

Simon Sinek

OSMQuote



I'd rather interview 50 people and not hire anyone than hire the wrong person.

Jeff Bezos

Misconceptions About Company Culture

What it isn't

Easy To Change



Misconceptions About Company Culture

What it isn't

Only for Big Business



Misconceptions About Company Culture

What it isn't

People Leave for Pay



Misconceptions About Company Culture

What it isn't

Culture Doesn't Pay



12 Misconceptions About Company Culture

What it isn't

Perks & benefits

2. Socials Activities

Culture = HR Policies

A written Document

For Leadership only

The same as employee engagement

Nice ≠ Culture

Good people = good Culture

Easy to Change

Only for Big Business

People Leave for Pay

Culture Doesn't Pay

Company Culture : What is it ?



Company Culture : What is it

Your culture sets your expectation for what is normal. Surround yourself with people who have the habits you want to have yourself.

JAMES CLEAR

MINIMALISTQUOTES.COM



Company Culture : What is it

“

A culture is strong when people work with each other, for each other. A culture is weak when people work against each other, for themselves.

—
SIMON SINEK

GRACIOUSQUOTES.COM

“

“Culture is what motivates and retains talented employees.”

- Betty Thompson



RISE

risepeople.com

Company Culture : What is it

"There's no magic formula for **great company culture**. The key is just to **treat** your staff how you would like to be **treated**"

- *Richard Branson*



The only thing of real importance that leader do is to create and manage culture.

Edgar Schein

@quorlanoy



Company Culture : What is it

MY DEFINITION OF A GOOD CULTURE IS JUST ONE THAT IS CONSISTENT BETWEEN WHAT IT THINKS, WHAT IT SAYS, AND HOW PEOPLE ACT. I THINK THE FRUSTRATION AND DISSATISFACTION THAT PEOPLE HAVE IN MOST COMPANIES IS FROM INCONSISTENCY.

*Bob Glazer
The Talent Grow Show
Episode 114*

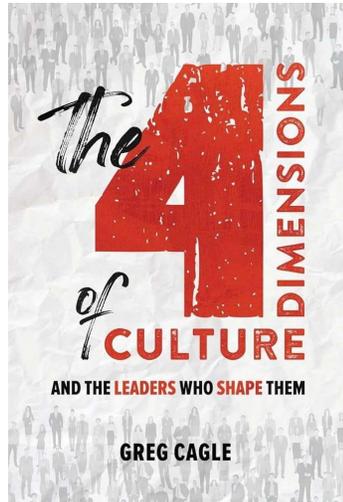


“

If you want your team members to **think, act, and interact** in a way that mirrors the vision you have for your business, then you have to set up a culture that essentially demands, with a positive pressure, that your people align with the values, direction, mission, and vision of the company.

—GREG CAGLE

Company Culture : What is it



It's How We Think
It's How We Act
It's How We Interact

Company Culture : What is it

It's how we think

Mindset & Attitudes

Our beliefs, values and attitudes

It's how we act

Behaviours and Practices

Our everyday actions and practices we engage in to get our work done

It's how we interact

Communication and Relationships

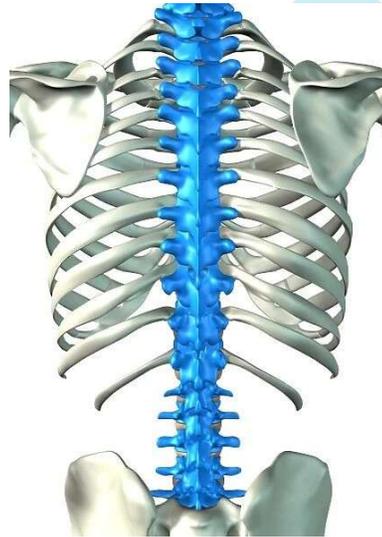
How we communicate with each other
and how we build relationships

Company Culture : What is it



It's how we do things
around here

Company Culture The Backbone of every Successful Business



How much of a priority is developing a positive culture in your organisation?