

# Crushing the IHA Kryptonite

**Culture**

**North Star**

**Execution**

## CULTURE

- **Be your best self. Commit to it.**
- **Know all your stakeholders. Deeply.**
- **Communicate. Meaningfully. Often.**

**“Best culture I’ve ever worked in.”**

## NORTH STAR

- **Listen. Translate. Validate.**
- **Be bold. Be believable.**
- **Communicate. Meaningfully. Often.**

**“We had a North Star. I didn’t always agree with each tactic, but we had one and that made all the difference.”**

## EXECUTION

- **Be involved. Everywhere. Just don't micromanage.**
- **Make mistakes. Publicly.**
- **Communicate. Meaningfully. Often.**

**“In 40 years, this creative team has never been better.”**

**Culture**

**North Star**

**Execution**

**People care.**

**Be THAT leader.**

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