



**GROWTH  
CULTURE**

**OR**




**GENIUS  
TRAP?**

How to build a  
workplace where  
innovation and  
learning count.



# **Is Your Company Stuck in a Genius Trap?**

Focusing only on "star performers" limits innovation and long-term success.

-  **Fear of failure kills creativity.**
-  **Only "the best" get opportunities.**
-  **Knowledge is hoarded, not shared.**

 **A Growth Culture Unlocks:**

-  **Continuous learning.**
-  **Shared success.**
-  **Bold innovation.**



# What Is a Growth Culture?

A Growth Culture empowers everyone to learn, improve, and contribute.

- ✓ Mistakes are **learning moments**.
- ✓ **Collaboration** beats competition.
- ✓ **Effort and progress** are valued over perfection.

**"Given the right support, everyone can grow and contribute."** – Mary Murphy





## Encourage Smart Risks and Learn Fast

**To free up the power of innovation:**

- ✓ Normalize fast failure and rapid learning.
- ✓ Reward teams for testing new ideas, even if they don't work.
- ✓ Make reflection on failure a team habit.

**+ Example: At Spotify, teams are empowered to run “fail-fast” experiments.** Their autonomous squads test ideas quickly, learn from outcomes, and adapt—fueling continuous innovation.





## Invest in Continuous Learning

**Learning shouldn't stop after onboarding:**

- ✓ Fund ongoing skills training and development.
- ✓ Create mentorship and coaching opportunities.
- ✓ Encourage curiosity and self-motivation.

**+ Example: Salesforce offers “Trailhead,” a learning platform that enables employees to continually upskill and adapt to new challenges.**





## **Build Psycho- logical Safety**

**People need to feel safe to take risks:**

- ✓ Leaders admit mistakes and encourage vulnerability.
- ✓ Celebrate learning from failure.
- ✓ Foster open and respectful dialogue.

**+ Example: At Google, Project Aristotle found that psychological safety was the #1 factor in building high-performing teams.**





## Focus on Progress, Not Perfection

**Progress drives motivation more than unattainable perfection.**

- ✓ Set clear, achievable milestones.
- ✓ Recognize and reward consistent effort.
- ✓ Encourage iterative improvements.

**+ Example: At Pixar, rough ideas are shared early. Films go through endless revisions, focusing on steady improvement, not instant perfection.**





## **Promote Cross-Team Collaboration**

**Break down silos and encourage idea-sharing.**

- Organize cross-functional projects.
- Hold regular innovation meetups.
- Reward teams for collaborative achievements.

**+ Example: Amazon's "Working Backwards" method involves cross-functional teams co-creating products based on customer needs.**







## **Develop Future Leaders Internally**

**Great cultures grow their leaders from within.**

- ✓ Provide leadership development programs.
- ✓ Promote based on growth, not just performance.
- ✓ Offer feedback that encourages learning.

**+ Example: Unilever invests in leadership development early, helping employees grow into impactful leadership roles.**





## Spot the Genius Trap

- ? Are mistakes punished instead of explored?**
- ? Do only top performers get opportunities?**
- ? Is failure seen as weakness?**

If yes, your company might be stuck in a Genius Trap.

**✓ Start small. Build a Growth Culture that empowers everyone.**




# **Build Your Growth Culture Now**

- 1 Encourage experimentation.**
- 2 Reward learning, not just results.**
- 3 Foster psychological safety.**
- 4 Celebrate steady progress.**
- 5 Develop future leaders.**

**Small changes → Big impact**



# **Ready to Transform Your Culture?**

 Send me a PN to explore how the **Culture Cockpit** helps measure and grow your company culture—effortlessly, every day.

 **Prototype now live! Be among the first 10 teams to test it for FREE.**



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