

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.

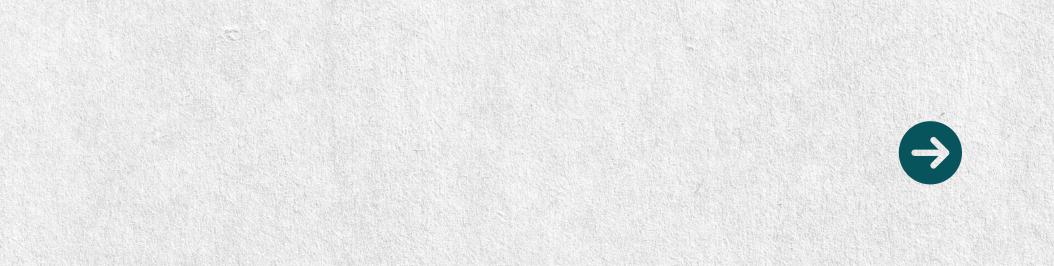


What Is a Growth Culture?

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 Psychological 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 ideasharing.

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.





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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.





O 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

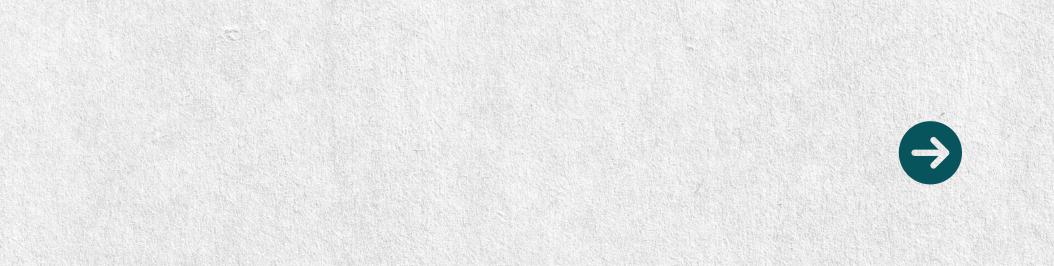
empowers everyone.



Build Your Growth Culture Now

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

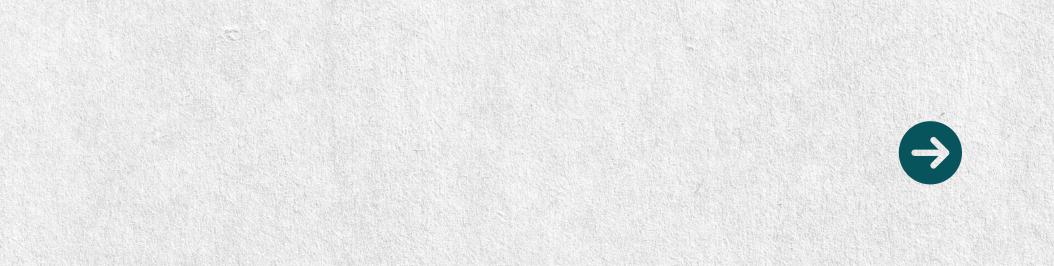
Small changes \rightarrow Big impact



Ready to Transform Your Culture?

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