



## Stanford eCorner

### Protecting the Culture

Janice Fraser, *Adaptive Path*

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Video URL: <http://ecorner.stanford.edu/videos/1399/Protecting-the-Culture>

Fraser calls culture the software of her company. She believes it is very important to protect and care for the culture of a company when it is evolving past its nascent stage.



#### Transcript

I think of culture as software. It's software for my company. It's the operating system for my company. If I put certain things into that operating system as a sort of self-fulfilling system, something predictable will come out the other side. There are economic forces here. If you incent people, if you create incentive systems or compensation systems that encourage certain behaviors, you know what, people are going to focus on those behaviors. So the culture, protecting the culture and caring for the culture, being very conscious about the culture of your company is really important in getting from that infancy stage, past the adolescence, the awkward adolescent stage.