

URL: <https://ecorner.stanford.edu/in-brief/culture-eats-strategy-for-lunch/>

Every person who joins an enterprise, observes Zeus Living CEO and co-founder Kulveer Taggar, is adding to the culture and bringing in pieces of their belief system. For that reason, he explains, it's crucial to screen diligently for values, and observe how the culture shifts as an enterprise grows. If you get it right, culture can be your scaling superpower.



## Transcript

I think, again, when it comes to culture, you have to measure it and you have to continuously evaluate it.. So at Zeus, we communicate that we are all co-owners of the culture.. Every single person that joins the company is adding to the culture, and they're bringing a little bit of their own sort of belief system there.. So in the recruiting process, we try and be, we go really deep on screening for these values and understanding who these individuals are.. It's also interesting to just see how the dynamics change as you add people.. I remember our culture when we were about 10, 20 people.. I remember how it changed when we got to about 50, 60 people then when we got to 150, and now we're 250 plus and we're also distributed across five offices.. Because we're a tech-enabled player, we also have, you know, field and operational staff, and there's potentially a different culture between them and the people that work in the office, and so we're mindful about it, we've said that we care about it, we measure it, we screen for it, and I truly do believe that, you know, ultimately culture does eat strategy for lunch, and I think it can be a super power for scaling if you get it right, and we're still sort of in our scaling phase, but we are seeing how these norms of behaviors that you can sort of set in the early days, they persist over time and they really help you...