

URL: <https://stvp.stanford.edu/clips/culture-is-a-decision-framework>

Cyriac Roeding, co-founder and CEO of Shopkick, believes the execution of culture in companies is highly underrated, and that a steady, shared culture provides direction for employees who are making small and large decisions all day long. According to Roeding, "If you have a strong culture, it blows everyone in a shared direction."



Transcript

English subtitles are not available for this media..