

# “TOP 50”

## CULTURE DEFINING QUESTIONS

1. What Are Our Values?

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2. What Do We Stand For?

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3. What Do We Believe?

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4. What Are Our Ground Rules?

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5. What Are Our Principles?

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6. What Does Success Look Like?

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7. What Are Our Priorities?

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8. How Do We Make Decisions?

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9. How Do We Create Belief?

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10. Have We Built Fun Into Our Organization?

*For additional questions go to:* [www.DirectSalesExperts.com](http://www.DirectSalesExperts.com)



**CRAIG A. FLEMING**  
FOUNDER AND CEO

### ABOUT DIRECT SALES EXPERTS INC.

Direct Sales Experts is a global Executive Search Firm that specializes in “Leadership Identification”. Their focus is the Direct Sales, Network Marketing, MLM, Party Plan and Social Selling channels. At Direct Sales Experts they have spent a lifetime building relationships with the channel’s strongest leaders. By utilizing a network of 50,000 executives, their focus when working for you is to identify, interview, qualify and deliver quickly high performing proven leaders to help grow your business. Many of the world’s leading Direct Sales Organizations seek advice and council on Executive Recruiting, leadership development and succession planning.



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## CULTURE DEFINING QUESTIONS

11. How Do We Empower Decision Making?

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12. How Do We View The World And Our Organization?

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13. How Do We Set Boundaries?

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14. What Rules Have We Established?

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15. What Are Our Behavior Guidelines?

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16. How Do We Show Gratitude?

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17. What are Our Policies And Procedures?

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18. How Do We Insure Consistency?

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19. How Do We Encourage Teamwork?

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20. How Can We Establish Self Managing Behaviors?

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## CULTURE DEFINING QUESTIONS

21. How Do We Normally Do Things?

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22. How Do We Build Instinctive Behaviors?

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23. What Process Do We Use?

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24. How Do We Teach Patience And Understanding?

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25. How Do We Communicate With Others?

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26. How Can We Create Repeatable Behaviors?

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27. What Automatic Responses Have We Defined?

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28. What Feedback Loops Have We Established?

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29. What Behaviors Do We Recognize and Applaud?

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30. Do We Have A Decision-Making Path To Follow?

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## CULTURE DEFINING QUESTIONS

31. How Do We Encourage Asking The Right Questions?
32. Do We Have Guidelines On How We Do It Here?
33. Do We Look To Do Things Together?
34. How Do We Create Consistency?
35. How Do We Instill Pride Into Our Organization?
36. How Do We Celebrate Success?
37. How Do We Foster Mutual Understanding?
38. How Do We Insure Follow Through?
39. How Do We Structure Teams To Work Together To Solve Problems?
40. How Do We Foster Uniformity and Repeatable Decision Making?

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## CULTURE DEFINING QUESTIONS

41. How Do We Reinforce Desired Behaviors?

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42. How Do We Help People See Their Critical Role In The Organization?

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43. How Do We Encourage Supporting Team Members?

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44. What Does Success Feel Like and How Can We Provide Emotional Support?

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45. How Do We Set Goals And Reward Behaviors?

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46. How Do We Model Respect And Equality?

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47. How Do We Build Continuous Development And Lifelong Learning?

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48. How Do We Encourage Philanthropy and Giving Back?

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49. How Do We Use Role Models?

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50. What Leadership Traits Do We Reward and Support?

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