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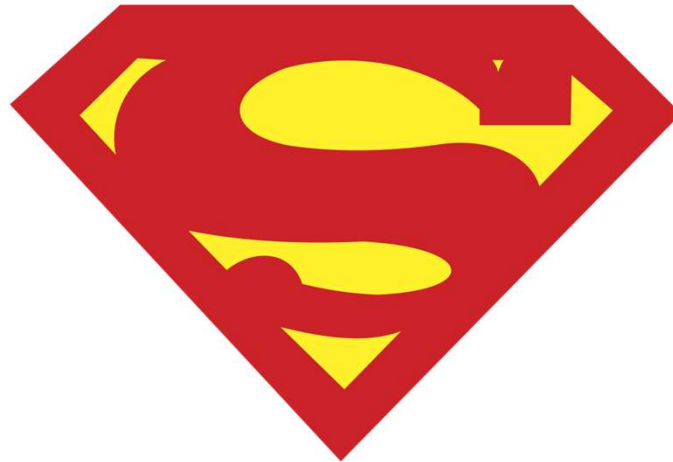
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THE NATIONAL GEOSPATIAL CONFERENCE

Collaboration, Innovation and Resilience:
Championing a Digital Generation



Brisbane, Australia 6–10 April

Company Culture



Presented by the FIG Working Week 2025 in Brisbane, Australia
6-10 April 2025

ORGANISED BY **FIG** **Geospatial**
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Misconceptions About Company Culture

What it isn't



Misconceptions About Company Culture

What it isn't

Perks & benefits



Misconceptions About Company Culture

What it isn't

Social Activities



Misconceptions About Company Culture

What it isn't

Culture = HR Policies



Misconceptions About Company Culture

What it isn't

A Written Document



Misconceptions About Company Culture What it isn't For Leadership Only



Misconceptions About Company Culture

What it isn't

The Same as Employee Engagement



Misconceptions About Company Culture

What it isn't

Nice \neq Culture



Misconceptions About Company Culture

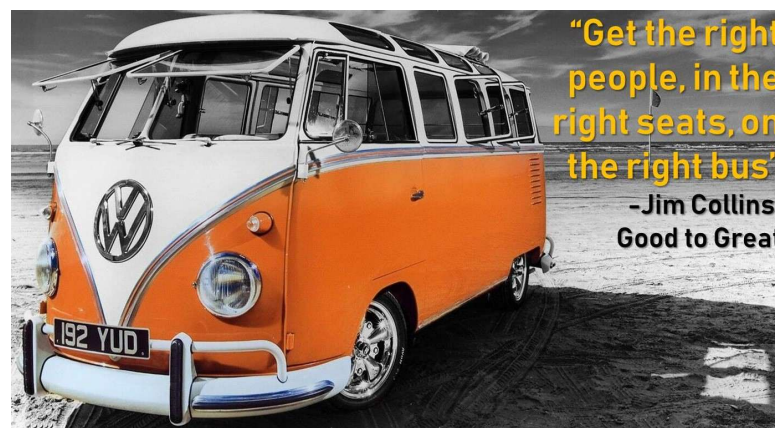
What it isn't

Good People = Good Culture

You Don't Hire For Skills, You
Hire For Attitude. You Can
Always Teach Skills.

Simon Sinek

OSMQuote



I'd rather interview 50
people and not hire anyone
than hire the wrong person.

Jeff Bezos

esri.com

Misconceptions About Company Culture

What it isn't Easy To Change



Misconceptions About Company Culture

What it isn't

Only for Big Business



Misconceptions About Company Culture

What it isn't

People Leave for Pay



Misconceptions About Company Culture

What it isn't

Culture Doesn't Pay



12 Misconceptions About Company Culture

What it isn't

Perks & benefits

2. Socials Activities

Culture = HR Policies

A written Document

For Leadership only

The same as employee engagement

Nice ≠ Culture

Good people = good Culture

Easy to Change

Only for Big Business

People Leave for Pay

Culture Doesn't Pay

Company Culture : What is it ?



Company Culture : What is it

Your culture sets your expectation for what is normal. Surround yourself with people who have the habits you want to have yourself.

JAMES CLEAR

MINIMALISTQUOTES.COM

**Your culture is
a combination
of what you
create and what
you allow.**

Craig Groeschel

CRAIG GROESCHEL
LEADERSHIP PODCAST

Company Culture : What is it

“

A culture is strong when
people work with each other,
for each other. A culture is
weak when people work
against each other, for
themselves.

SIMON SINEK

GRACIOUSQUOTES.COM

“

**“Culture is what
motivates and
retains talented
employees.”**

- Betty Thompson



RISE

risepeople.com

Company Culture : What is it

"There's no magic formula
for **great company culture**.
The key is just to **treat** your
staff how you would like to
be **treated**"

- *Richard Branson*



The only thing of real
importance that leader do is
to create and manage culture.

Edgar Schein

@quotefancy



Company Culture : What is it

**MY DEFINITION OF A GOOD
CULTURE IS JUST ONE
THAT IS CONSISTENT
BETWEEN WHAT IT THINKS,
WHAT IT SAYS, AND
HOW PEOPLE ACT.
I THINK THE FRUSTRATION
AND DISSATISFACTION THAT
PEOPLE HAVE IN MOST COMPANIES
IS FROM INCONSISTENCY.**

*Bob Glazer
The TalentGrow Show
Episode 114*

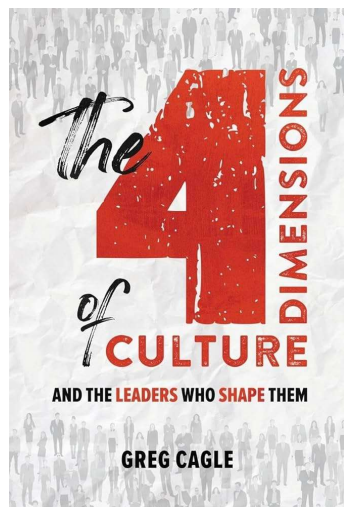


“

If you want your team members
to **think, act, and interact** in a
way that mirrors the vision you
have for your business, then
you have to set up a culture
that essentially demands, with
a positive pressure, that your
people align with the values,
direction, mission, and vision of
the company.

—GREG CAGLE

Company Culture : What is it



It's How We Think
It's How We Act
It's How We Interact

Company Culture : What is it

It's how we think

Mindset & Attitudes

Our beliefs, values and attitudes

It's how we act

Behaviours and Practices

Our everyday actions and practices we
engage in to get our work done

It's how we interact

Communication and Relationships

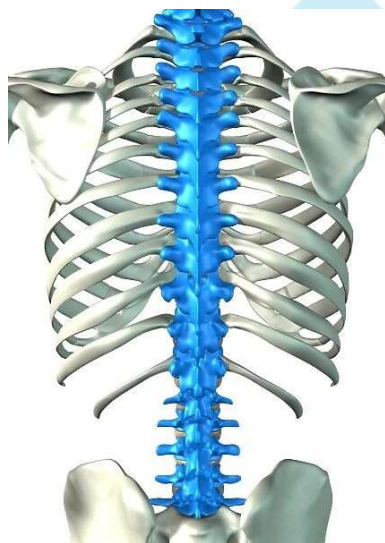
How we communicate with each other
and how we build relationships

Company Culture : What is it



It's how we do things
around here

Company Culture The Backbone of every Successful Business



How much of a priority is developing a positive culture in your organisation?