



HR SUMMIT

**STRATEGIC LEADERSHIP FOR
ULTIMATE SUCCESS**

3.3.2021



IT'S ALL ABOUT THE PEOPLE



Garry Ridge
CEO & Chairman of the Board
WD-40 Company



THE LEARNING MOMENT

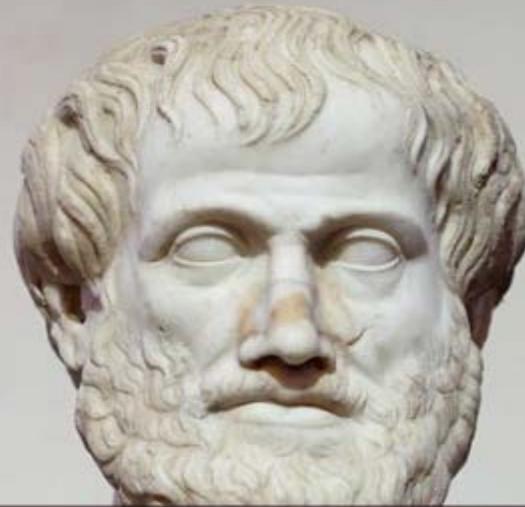


Imagine a place where you go to work each day, make a contribution to something bigger than yourself, learn something new, feel safe, are protected and provided freedom by a set of values and go home happy!



Pleasure in the job
puts perfection in the
work.



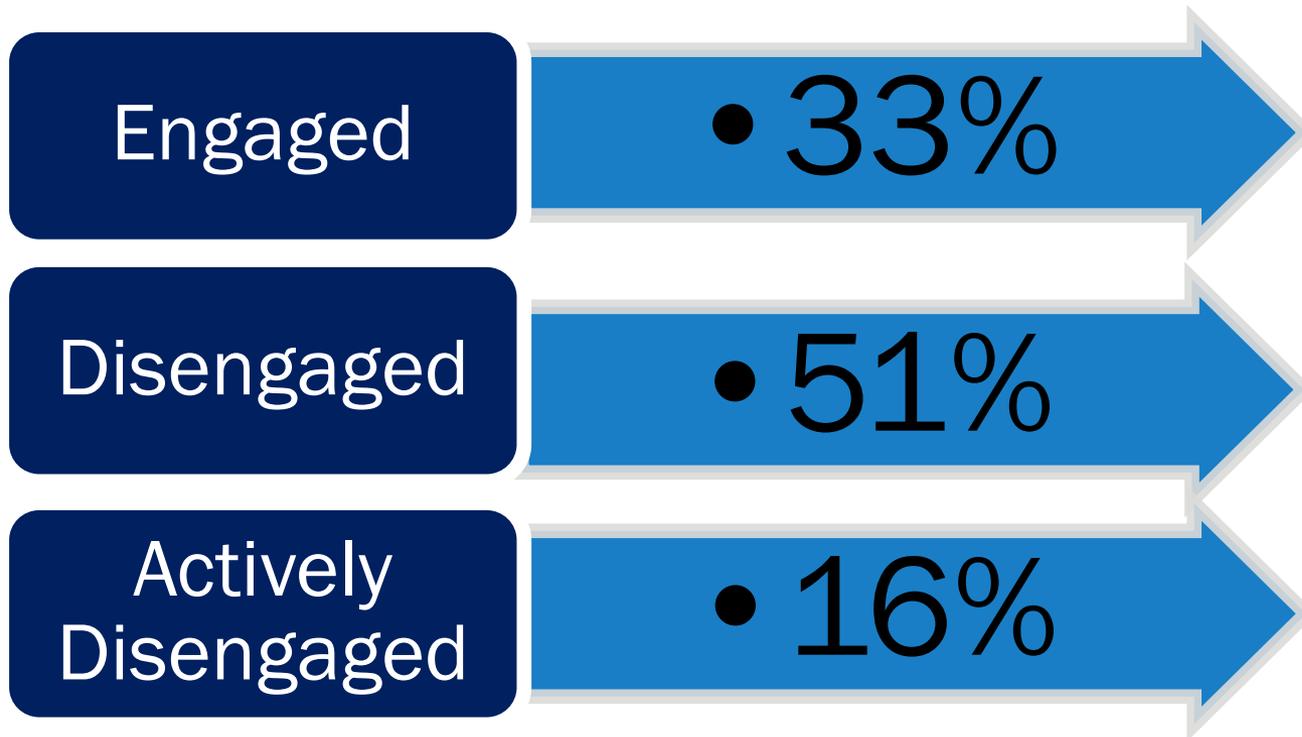


"Pleasure in the job puts
perfection in the work."

Aristotle

Aristotle was born in 384 BC

**67% of people who go to work each day
don't like and many hate their jobs.
Most don't like their boss.**



Source – Gallup 2016 Employee Engagement Survey

What if we invest in people and they leave?



And what if we don't and they stay?



**“Purpose-driven, passionate people
guided by their values
create amazing outcomes.”**

– Garry Ridge

Culture = (**Values** + **Behavior**) x **Consistency**
= “what happens when”

Adapted from The Infinite Game – Simon Sinek



Without great people, even great ideas are useless.

- Simon

PEOPLE PURPOSE PASSION PRODUCTS



CARE - CANDOR - ACCOUNTABILITY - RESPONSIBILITY

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REDUCING FEAR

We don't make mistakes.
**We have learning
moments.**



THE LEARNING MOMENT



DON'T FAIL!

FAILING IS LEARNING

FAILURE IS PUNISHED

BLAME



FAIL

TRY!

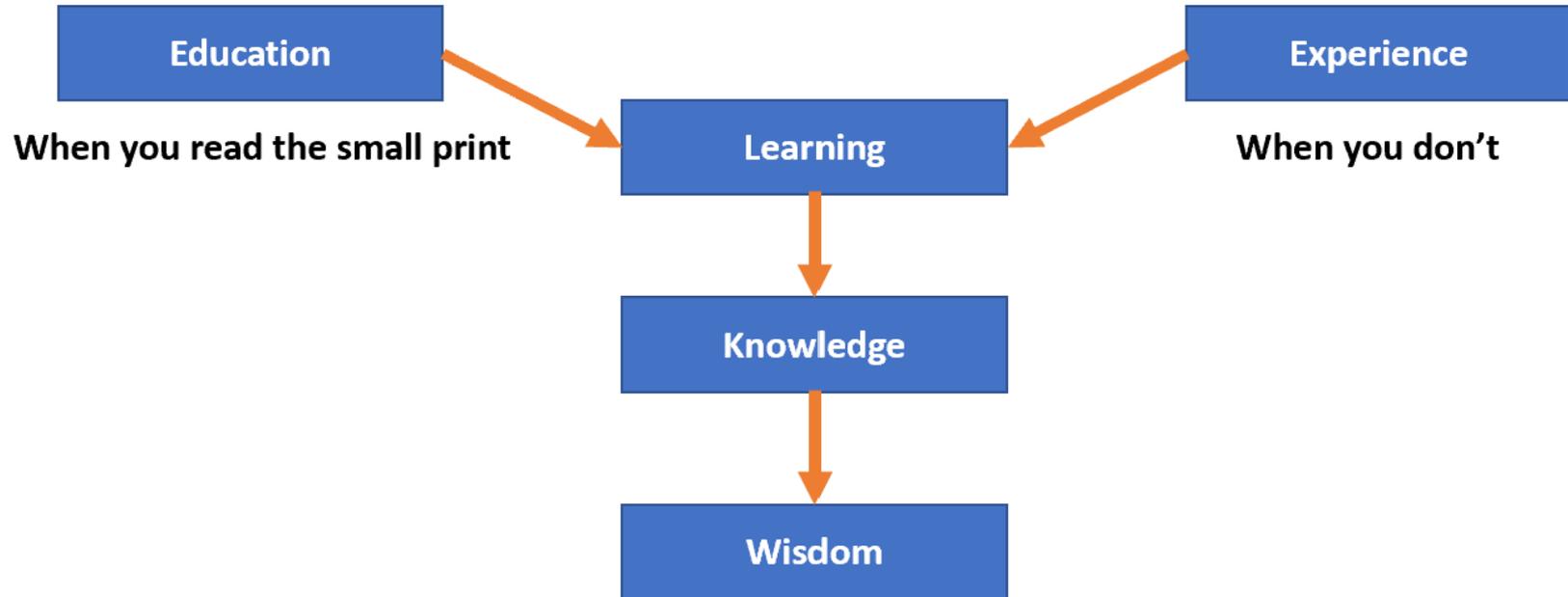
BETTER TO DO ALWAYS THE SAME

PUT YOUR HEAD ON THE LINE

INITIATIVES ARE REWARDED

FAILING IS OK

Meaningful learning is both formal education and real-life experience

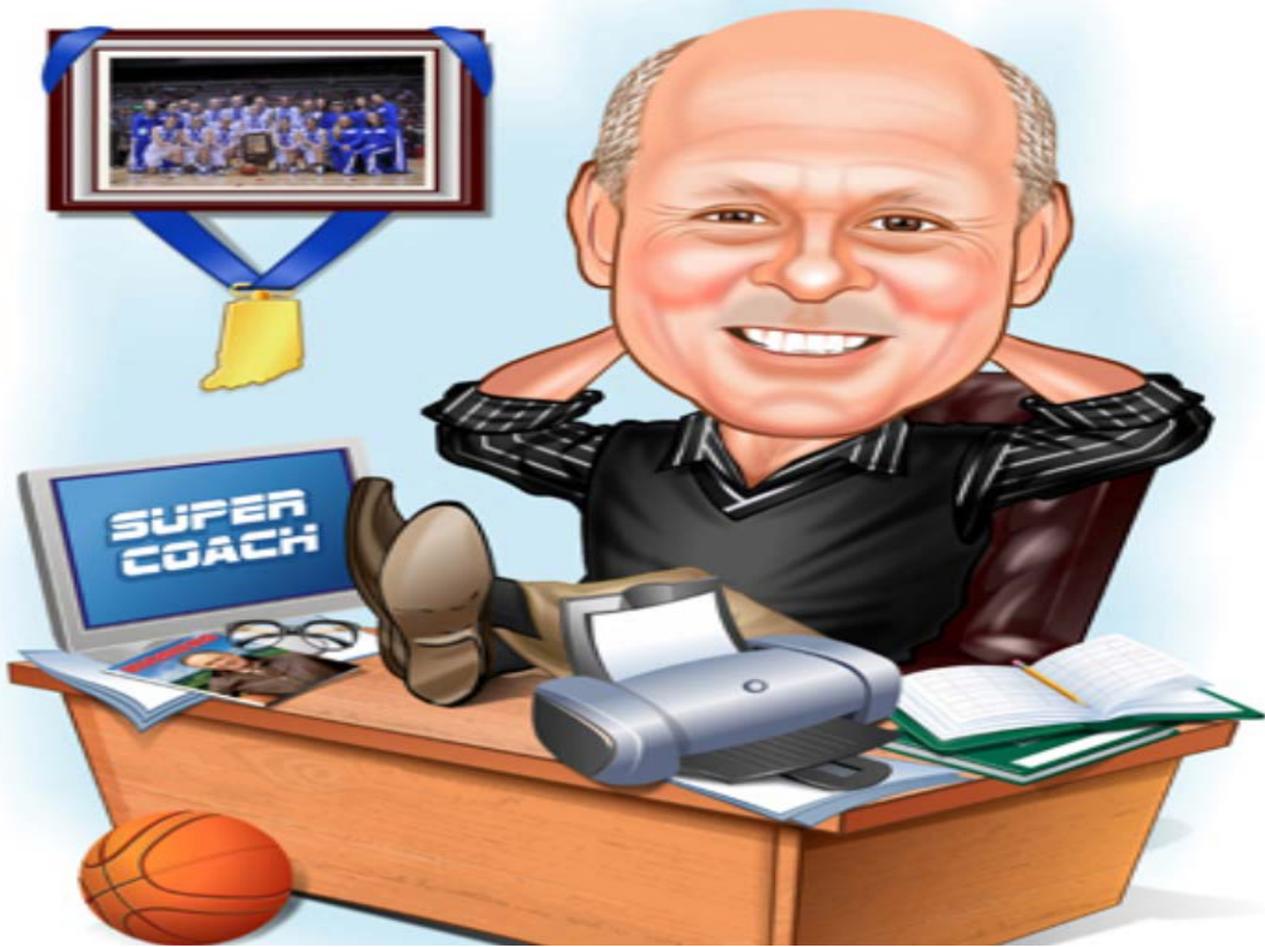


Wisdom is putting knowledge to work!

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Managers







**A GOOD COACH CAN CHANGE A GAME,
A GREAT COACH CAN CHANGE A LIFE**



memori

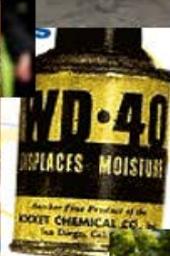


Good times
+
Crazy friends
=
Amazing memories



THINGS END.
BUT MEMORIES LAST FOREVER.
kushandajadon.tumblr

HOPE



SOMETIMES, I SIT AND THINK
OF ALL THE MEMORIES
I'VE MADE AND SMILE.
THEN I SMILE EVEN MORE
AT THE THOUGHT OF
MEMORIES
YET TO BE MADE.



Just Cause

Help make life better at work and at home.

Our Purpose “Why”

We exist to create positive lasting memories in everything we do.

We solve problems. We make things work smoothly.

We create opportunities.

How We Do It “How”

We create positive lasting memories by cultivating a tribal culture of learning and teaching which produces a highly engaged workforce who live our Company’s values every day.

Our Mission “What”

Our mission is to deliver unique, high-value and easy-to-use solutions for a wide variety of maintenance needs in workshops, factories, and homes. We market and distribute our brands across multiple trade channels in countries all over the world.



**PEOPLE LIKE US
DO THINGS
LIKE THIS**

**SETH
GODIN**





OUR VALUES

WE VALUE
DOING
THE RIGHT
THING.

WE VALUE
CREATING POSITIVE
LASTING
MEMORIES
IN ALL OUR
RELATIONSHIPS.

WE VALUE
MAKING IT
BETTER
THAN IT IS
TODAY.

WE VALUE
SUCCEEDING AS
A TRIBE
WHILE
EXCELLING AS
INDIVIDUALS.

WE VALUE
OWNING IT
AND PASSIONATELY
ACTING
ON IT.

WE VALUE
SUSTAINING
THE WD-40
COMPANY
ECONOMY.



Maniac Pledge

“I am responsible for taking action, asking questions, getting answers, and making decisions. I won’t wait for someone to tell me. If I need to know, I am responsible for asking. I have no right to be offended that I didn’t ‘get this sooner.’ If I am doing something others should know about, I am responsible for telling them.”



Belonging





TRIBAL ATTRIBUTES

**LEARNING AND
TEACHING**

VALUES

BELONGING

**FUTURE
FOCUS**

**SPECIALIZED
SKILLS**

WARRIORS

CELEBRATION

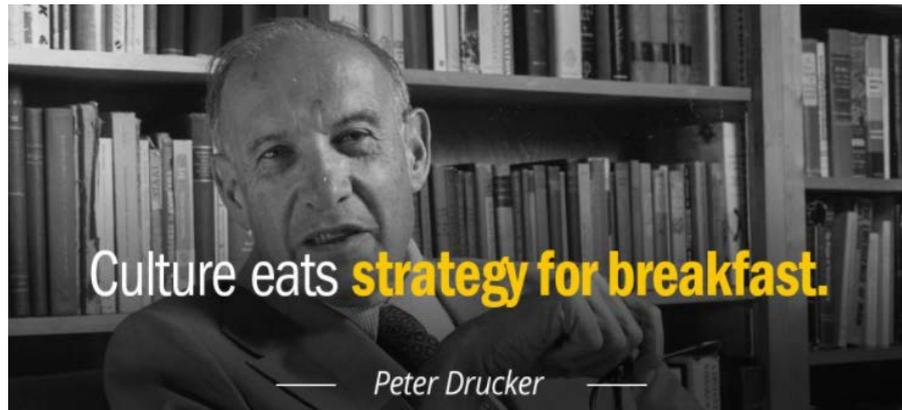
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The Will of the people Culture makes breakfast a feast

Low will & good strategy $10 \times 70 = 700$

High will & good strategy $80 \times 70 = 5600$





ashamed

AI
“The Soul
Sucking CEO”

Master of control – “Know-it-all”

Corporate royalty

Learning is for losers

Ego eats empathy instead of empathy eating ego

They have all the answers

The soul -sucking CEO must always be right

Fear based culture

Micromanaging is essential

Don't follow through on their commitments

They hate feedback

Leaders involve & love their people

Leaders are always in servant leadership mode

Leaders are expected to be competent

Leaders are connected – emotional intelligence

Leaders love learning moments

Leaders have a heart of gold and a backbone of steel

Leaders are champions of hope

Leaders know micromanagement isn't scalable

Leaders do what they say they are going to do

Leaders treasure the gift of feedback

Leadership is a balance

Candor



*tough
mind*

Care



*tender
heart*

Tough minded and tender hearted the genius is in the "and"



COVID 19 the world began to change

The 8 Leadership Lessons of Lockdown 2020



Don't try to control things beyond your reach.

Secure the Tribe and the Company

Ensuring the safety and well-being of the tribe.

Staying connected with and serving and supporting our customers and vendor partners.

Maintaining business infrastructure, ready to thrive when the world emerges from the pandemic.



Let empathy lead the way.



Keep grounded and calm.



Resist the temptation to micromanage.



Use your vision to rise above fear.



Be clear about intent.



Practice pragmatic optimism.



Remember that everyone is on their own hero's journey.

2020 Employee Engagement – 93%

Engagement Index		
2	I am clear on the company's goals.	98.0
3	I am excited about WD-40 Company's future direction.	93.9
4	WD-40 Company encourages employees to continually improve in their job, to make it "better than it is today."	93.8
5	I am excited about the WD-40 Company's future direction.	94%
6	I believe working at WD-40 Company will allow me the opportunity to achieve my personal career objectives.	85.8
7	I know what results are expected of me.	95.3
8	I feel my opinions and values are a good fit with the WD-40 Company culture.	97.9
9	I know what results are expected of me.	91.5
10	I LOVE to tell people I work for WD-40 Company.	98%
11	I know what results are expected of me.	93.7
12	I respect my coach.	90.2
14	I respect my coach.	98.3
18	My coach keeps me informed about decisions and events that affect my job.	97.1
19	I have the freedom to decide how to accomplish my objectives.	89.1
20	I am given the opportunity to participate in the decision-making related to my responsibilities.	91.2
21	At WD-40 Company, I experience a strong Tribe that respects it.	89.3
23	I feel like I am a valued member of my functional team.	89.1
26	I feel my opinions and values are a good fit with the WD-40 Company culture.	94.8
		97.5

I am excited about the WD-40 Company's future direction 94%

I feel my opinions and values are a good fit with the WD-40 Company culture 97%

I LOVE to tell people I work for WD-40 Company 98%

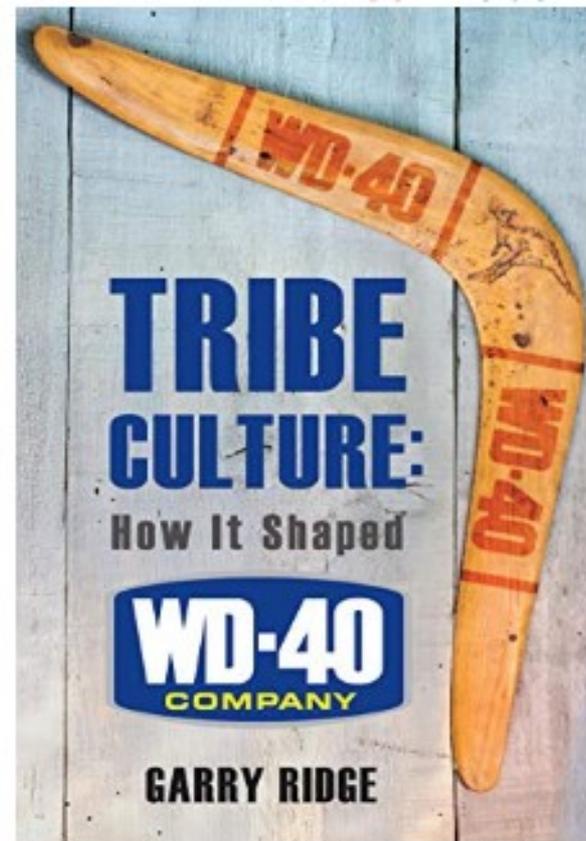
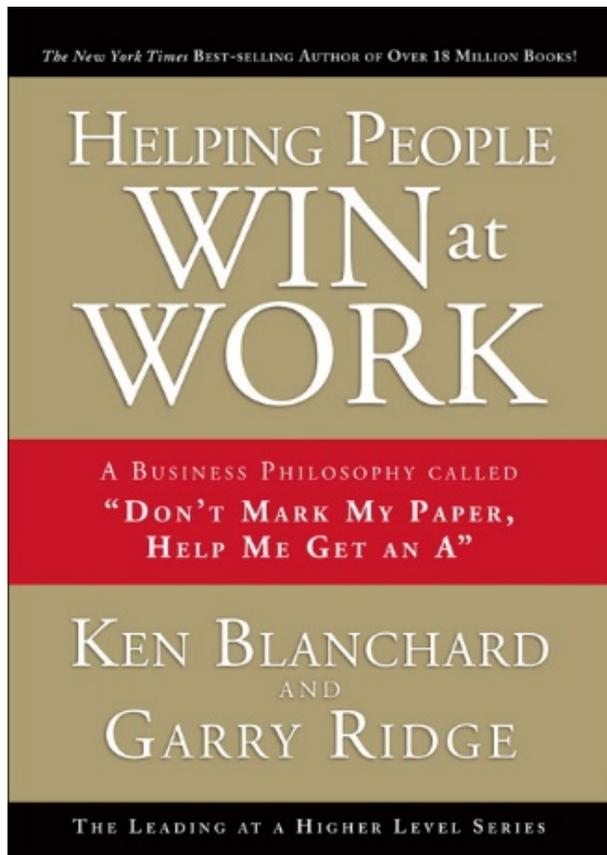
I know what results are expected of me 95%

I respect my coach 97%



“It always seems
impossible until
it’s done.”

- Nelson Mandela
1918-2013



Garry Ridge
CEO & Chairman of the Board
WD-40 Company

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