



3

What is culture

- The set of **shared** attitudes, values, goals, and practices that characterizes an institution or organization
- The set of values, conventions, or **social** practices associated with a particular field, activity, or **societal** characteristic



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What is leadership?

- The art of mobilizing others to want to struggle for shared aspirations
- The capacity and will to rally people to a common purpose together with the character that inspires confidence and builds trust
- Someone who knows the way, goes the way, and shows the way



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5





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6



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