



Mindvalley: A WorldBlu Certified Freedom-Centered Culture™

# THE TOP 10 TIPS FOR BUILDING A FREEDOM-CENTERED CULTURE 2019

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PRESENTED BY WORLDBLU

# TOP 10 TIPS FOR A FREEDOM-CENTERED CULTURE IN 2019

Welcome to our Top 10 Tips for building a Freedom-Centered Culture in 2019!

These top 10 tips come from leading companies such as WD-40, Dreamhost, Menlo Innovations, Nearsoft and more who are all WorldBlu certified Freedom-Centered Cultures™.

We are sharing these tips with you because here at WorldBlu we are committed to teaching one billion people how to live, lead, and work in freedom – not fear and control.

Everything we teach is based on the proven Freedom at Work™ model, which we've taught to leaders and top brands in over 80 countries.

Take a look at these inspiring and proven tips and let us know if we can help you implement them!



## WELCOME TO WORLDBLU



Yours in freedom,  
Traci Fenton, Founder +  
TribeBlu

# WHAT IS FREEDOM AT WORK?

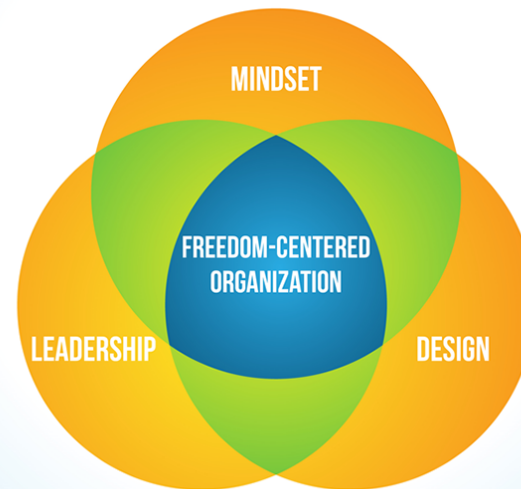
The “Top 10 Tips” are based on the proven Freedom at Work™ system, a model for how to build high-performing freedom-centered rather than fear-based culture.

A freedom-centered organization starts with leaders who have a freedom-centered **MINDSET**.

Next, it's about **LEADING** yourself and others using freedom with accountability rather than fear and control.

Lastly, it's about **DESIGNING** your organization using the proven framework for freedom: organizational democracy.

worldblu® | THE FREEDOM AT WORK™ SYSTEM



# THE DESIGN FRAMEWORK FOR FREEDOM: THE WORLDBLU 10 PRINCIPLES OF ORGANIZATIONAL DEMOCRACY

1

## PURPOSE + VISION

When an organization and the individual know their reason for existing and have a sense of intentional direction.

2

## DIALOGUE + LISTENING

When we listen and engage in conversations in a way that brings out new levels of meaning and connection.

3

## FAIRNESS + DIGNITY

When each person is treated justly and regarded impartially.

4

## TRANSPARENCY

When ideas flow freely and information is openly and responsibly shared.

5

## ACCOUNTABILITY

When each person and the organization as a whole is responsible to each other and their community for their actions.

6

## INDIVIDUAL + COLLECTIVE

When individuals understand the unique contribution they make towards achieving collective goals.

7

## CHOICE

When each person is encouraged to exercise their right to choose between a diversity of possibilities.

8

## INTEGRITY

When each person steadfastly adheres to ethical and moral principles.

9

## DECENTRALIZATION

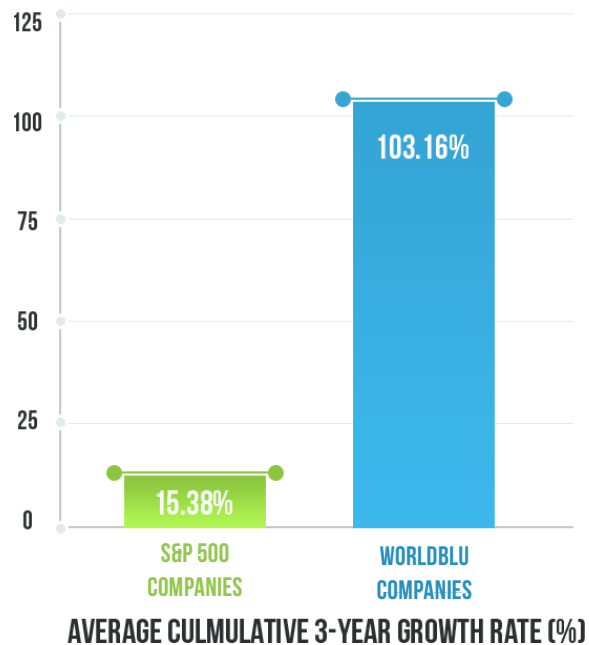
When power is appropriately shared among people throughout the organization.

10

## REFLECTION + EVALUATION

When there is a commitment to continuous feedback and development and a willingness to learn from the past and apply lessons to improve the future.

# THE BOTTOM-LINE PERFORMANCE OF FREEDOM-CENTERED CULTURES



## 7X THE REVENUE GROWTH

According to an independent analysis, companies that practiced the proven Freedom at Work™ model achieved on average **7 times greater revenue growth** over a three-year period compared to S&P 500 companies.

In other words, WorldBlu clients achieved a staggering **103% revenue growth rate** compared to S&P 500 companies which only achieved a 15% revenue growth rate during that same period.

# THE BOTTOM-LINE IMPACT OF A FREEDOM-CENTERED CULTURE

OUR SALES HAVE QUADRUPLED AND OUR MARKET CAP HAS INCREASED FROM \$250 MILLION TO OVER \$2 BILLION DOLLARS.



**GARRY RIDGE**

CEO | The WD-40 Company

WE GREW 12X WITH A 26% AVERAGE GROWTH RATE FOR THE PAST THREE YEARS. WE NOW HAVE 300 VERY HAPPY EMPLOYEES WHO KNOW HOW TO LEAD THEMSELVES.



**MATT PEREZ**

CEO | Nearsoft

WE GREW 63% IN ONE YEAR, ADDING OVER \$1 MILLION TO OUR BOTTOM-LINE WHILE TRANSFORMING OUR CULTURE INTO A PLACE WE LOVE.



**NATHAN DONALDSON**

CEO | Boost

WE TOOK OUR SPIN-OFF FROM A \$0 TO \$175 MILLION SALE IN JUST TWO YEARS USING THE FREEDOM AT WORK SYSTEM.



**DALLAS KASHUBA**

Co-Founder | Dreamhost

# THE TOP 10 TIPS FOR BUILDING A FREEDOM-CENTERED CULTURE 2019

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**These top 10 tips come from  
select organizations on the  
annual WorldBlu List  
of certified  
Freedom-Centered Cultures™.  
They are based on the WorldBlu  
10 principles of organizational  
democracy.**



### ACCOUNTABILITY

#### TIP 1:

## THE ACCOUNTABILITY PLEDGE

At WD-40, they have a transformational practice called, "The Learning-Maniac Pledge." Every employee has to take the accountability pledge, which states:

"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'm responsible for asking. I have no right to be upset that I didn't get [this] sooner. And if I'm doing something that I shouldn't, that others should know about, I'm responsible for telling them."



### CHOICE

#### TIP 2:

## CHOOSE YOUR OWN MANAGER

At Happy, Ltd, all employees choose their own manager.

They find this helps reduce (if not eliminate) absenteeism and departures caused by poor manager-employee relationships.



### DECENTRALIZATION

#### TIP 3:

## POWER TO THE PEOPLE

At DaVita, a local leadership team manages each area of the company independently, and it is their responsibility to creatively meet and maintain the company's strategic goals. Each area's team decides how to best achieve its goals according to the local market. The Fortune 400 company has over 70,000 employees and consists of 50 divisions, organized into nine geographic groups. The nine regional groups pick their own team names and design their own logos, even down to the local level.





**DIALOGUE + LISTENING**  
**TIP 4:**  
**BRUTAL HONESTY**  
**SESSIONS**

Mindvalley recognizes that authentic conversation starts at the top, and it's up to leaders to model it.

Each week, CEO Vishan Lakhiani conducts “Brutal Honesty” sessions, during which employees may anonymously ask the founders any question they want.

The founders must then answer the questions publicly during a company meeting. Sometimes, the founders are asked painful questions, but they've committed to answering them openly and authentically.

As a result, Brutal Honesty sessions have contributed to a climate of healthy dialogue, deep listening, and trust, which has been vital to the company, particularly during challenging times.

## FAIRNESS + DIGNITY

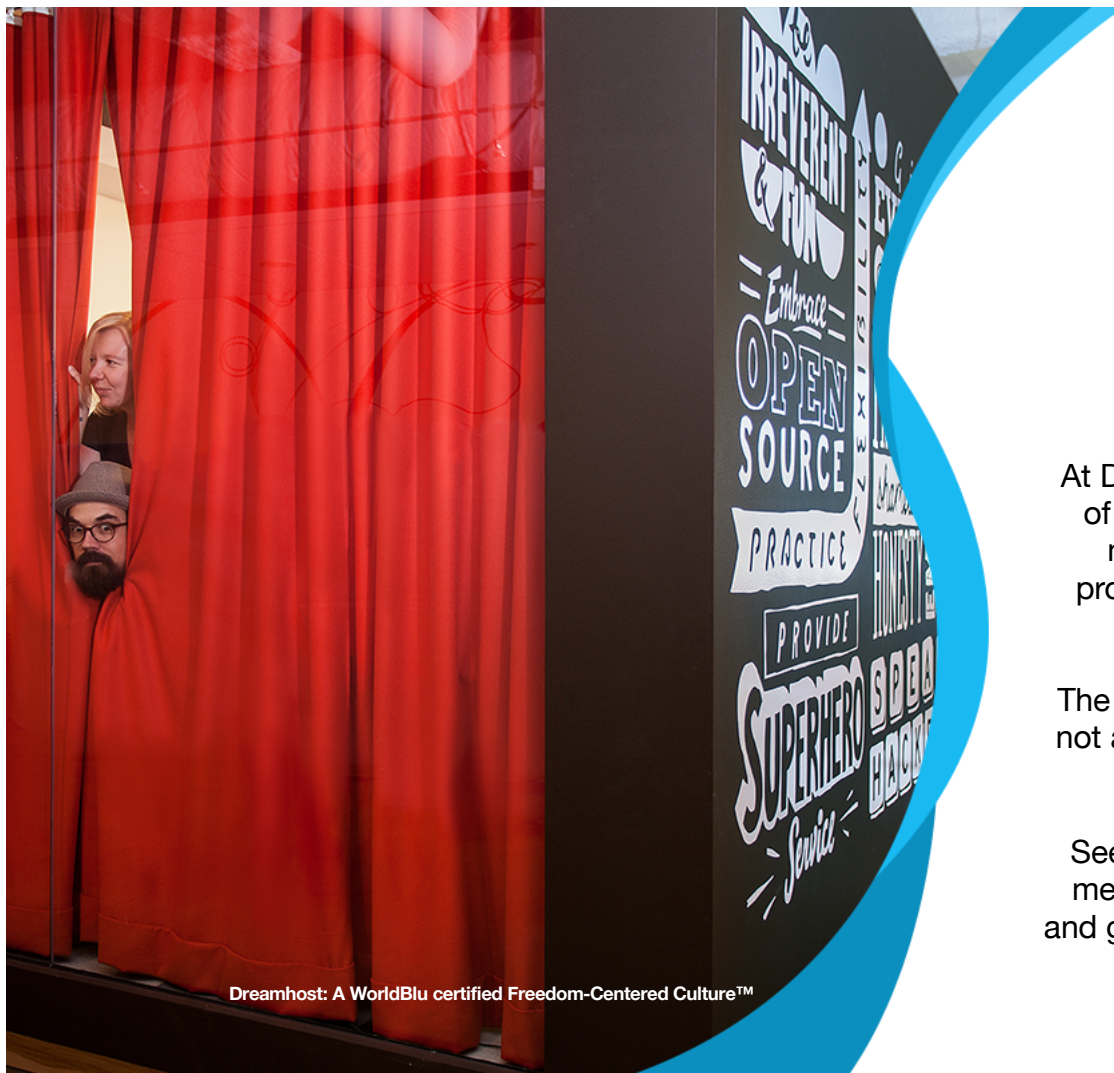
# TIP 5: EMBRACE DIFFERENCES IN YOUR COMMUNITY



Widen has operationalized the democratic principle of Fairness + Dignity and strengthened community relationships by offering employment opportunities for people with developmental challenges.

Partnering with a local organization, they've created unique jobs, such as "popcorn delivery" and "straightening up after lunch."

Widen employs five people with developmental challenges who perform various tasks throughout the building with the assistance of their job coaches. While the intent was to boost the social and occupational wellness of the new employees, the project has impacted the social and emotional wellness of the entire Widen team.



Dreamhost: A WorldBlu certified Freedom-Centered Culture™

## INDIVIDUAL + COLLECTIVE TIP 6: A WHOLE-PICTURE SCOREBOARD

At DreamHost, a “Scoreboard” tracks the performance of customer support techs, allowing each person to measure individual daily progress, as well as the progress of small teams and the entire group as they work collectively toward predefined goals.

The Scoreboard is a visual reminder of the group effort, not a tool for penalizing those who fall short of reaching a goal.

Seeing how they fit into the bigger picture helps team members appreciate the importance of their own role and gives them insight into where they might help others.

# INTEGRITY | TIP 7: RETROSPECTIVES

Boost practices the principle of Integrity through “Retrospectives,” a bi-weekly update on the status of each ongoing project.

Employees are empowered to speak with honesty and integrity during the Retrospective meetings, so everyone can improve through constructive input over the course of the work.

The Retrospective’s prime directive guides each venture: That regardless of what we discover, we understand and truly believe that everyone did the best job they could, given what they knew at the time, their skills and abilities, the resources available, and the situation at hand.

## PURPOSE + VISION

# TIP 8: LIVE YOUR PURPOSE

When people arrive at Nearsoft, they may have a job description but that doesn't mean they can't explore other interests and activities.

The principle of Purpose + Vision is put into practice through project exchanges, mentoring, work sharing, and discussions, where employees get the chance to learn and decide how they want to develop their career and/or change their role.

By doing all they can to help employees find the right role, Nearsoft ensures that all individuals are happy, engaged, and living their purpose.



Nearsoft: A WorldBlu certified Freedom-Centered Culture™

worldblu® Freedom  
of Work

## REFLECTION + EVALUATION

# TIP 9: PEER-TO-PEER FEEDBACK

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At Menlo Innovations, team members are empowered to request a peer review session with the colleague of their choice, at a time they feel open to feedback.

Many request a review when seeking a raise in salary, with peers ultimately determining the outcome.



Jack Stack's book, "The Great Game of Business," has been instrumental in the way New Belgium Brewing practices Transparency through open-book management.

The decision to open the books was made early on, when co-workers were asked what percentage of every incoming dollar they thought was profit. When they answered around 50 percent, the leadership team decided some financial literacy training was needed.

Today, there are financial classes and updates at each monthly all-staff meeting. Anyone in the packaging department, for example, can look at how the branding department allocates its spending. Co-workers are also taught how to read profit and loss reports, and the organization conducts a co-worker-led ESOP 101 class for all new employee-owners.

## HOW WE'RE DIFFERENT

For over two decades, WorldBlu has worked with leading brands and companies in over 80 countries worldwide implementing best practices like the ones highlighted here.

Our ground-breaking gamified learning platform is here to help you improve your organization in the three core dimensions of the Freedom at Work™ system – Mindset, Leadership, and Organizational Design – through our courses.



## THE WORLDBLU LEARNING PLATFORM

The cutting-edge WorldBlu gamification platform takes leadership and culture transformation to the next level, based on the science of learning. It's powered by a global community of leaders, ideas, and proven results.



### GAMIFICATION

Gamified learning is proven to deliver transformational results.



### PEER-TO-PEER LEARNING

Learn from and with top peers worldwide.



### 1:1 COACHING

Work 1:1 with a top transformational coach.



### BLENDED LEARNING

Learn online and in-person for a blended learning approach.



### EXPERIENTIAL

Turn theory into practice with experiential learning.



### GLOBAL TRIBE

Join leaders and organizations from 65 countries already on our learning platforms.

**INTERESTED IN ENGAGING MORE WITH WORLDBLU?**  
**WE OFFER COURSES DESIGNED TO TAKE YOUR LEADERS AND CULTURE TO**  
**THE NEXT LEVEL OF PERFORMANCE AND RESULTS.**


Now Accepting Applications




**THE FREEDOM-CENTERED LEADER™ COURSE**

 Transform the way you lead with freedom  
WorldBlu Academy

Now Accepting Applications



**THE FREEDOM AT WORK™ MASTERMIND**

 Design a culture that grows your bottom-line  
WorldBlu Academy

Now Accepting Applications



**THE FEARLESS MINDSET™ COURSE**

 Learn to live fearlessly in every area of your life  
WorldBlu Academy



# GET STARTED WITH US (FOR FREE!) WITH THE FREEDOM AT WORK SCORECARD

The WorldBlu Freedom at Work™ Scorecard was developed based on a decade of research into what it takes to build a freedom-centered workplace.

The Freedom at Work Scorecard measures the overall design of an organization based on the WorldBlu 10 Principles of Organizational Democracy. It evaluates how well the 10 principles are practiced at a leadership, individual employee, and systems and processes level within your organization.

Organizations scoring an average of 3.5 out of 5.0 earn certification and a place on the prestigious annual WorldBlu List of Freedom-Centered Cultures™.

Organizations can take the Freedom at Work Scorecard for free to get started with us. Learn more on our website at [www.worldblu.com](http://www.worldblu.com) or contact us.

SELECT ORGANIZATIONS THAT USE THE  
FREEDOM AT WORK SCORECARD INCLUDE:





## BECOME A WORLDBLU CERTIFIED FREEDOM- CENTERED CULTURE

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Any organization with 10 or more employees and \$1 million or more in annual revenue can apply for the annual WorldBlu List of certified Freedom-Centered Cultures by taking the Freedom at Work Scorecard.

We welcome all qualified applicants into our incredible global tribe!

# WHAT LEADERS ARE SAYING ABOUT FREEDOM AT WORK™

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FREEDOM AT WORK ALLOWS ME TO GO ALL IN.



**KRISSEE DANGER**

Deputy Chief of Staff | Zappos

CREATING A FREEDOM-CENTERED ENVIRONMENT IS ESSENTIAL.



**KENT THIRY**

CEO | DaVita

FREEDOM AT WORK HELPS US ACHIEVE OUR FINANCIAL GOALS.



**ERIC ENGELMANN**

Founder | Geonetric

FREEDOM AT WORK IS RIGHT IN PRINCIPLE AND PRACTICE.



**HENRY STEWART**

CEO | Happy, Ltd.

# WHAT LEADERS ARE SAYING ABOUT FREEDOM AT WORK™

FREEDOM AT WORK HAS DRIVEN A 10% REDUCTION IN OUR LABOR COSTS.



**BRUCE CHURCHILL**

Chief Financial Officer | NRI

FREEDOM AT WORK ALLOWS PEOPLE TO BRING THEIR TRUE BEST SELVES TO WORK EVERY DAY.



**KIM JORDAN**

Founder | New Belgium Brewing

YOU ACHIEVE YOUR HIGHEST ASPIRATIONS WHEN YOU OPERATE FROM A PLACE OF FREEDOM.



**SARAH ENDLINE**

Founder & CEO | Sweetriot

WORKING IN A FREEDOM-CENTERED WORKPLACE IS A BREATH OF FRESH AIR.



**JAMIE MULLER**

Customer Experience | DreamHost

Nearsoft: A WorldBlu certified Freedom-Centered Culture™

## CONTACT US

We've taught leading brands in over 80 countries how to build freedom-centered rather than fear-based cultures using Freedom at Work™ and we'd love to continue our work with you!

Miranda Ash

Chief of Community

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