"People don't leave bad jobs, they leave bad bosses."

Why culture matters more than salary

Our target

1. Understand why culture is the most important decision-making criteria
2. How to judge a company's culture before joining

How we'll get there

- What is culture?
- The math
- Researching a company's culture
- 5 salaries each job pays
- Case study on good and bad culture

What is **culture?**

- The personality of a company. Vibe or feeling.
- Shared values/principles, beliefs, and behaviors
- Shaped by/shapes how people work and treat each
- Core elements: leadership, values, work environment, communication, and policies.

It's simply math.

Researching company culture

- Website/careers page
- Reviews on Glassdoor or LinkedIn/Social media
- Reviews by current/ex-employees
- News articles
- Researching leadership team
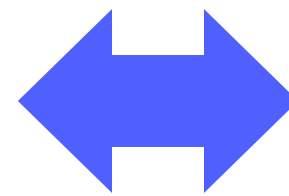- Asking questions during interview

5 salaries each job pays

- **Financial:** Annual salary, bonuses, equity, healthcare, benefits, etc.
- **Psychological:** The internal and external meaning you derive from your work. Your connection to the mission, product, work you produce, and praise you receive.
- **Social:** Prestige, job title, and identity capital you receive.
- **Educational:** Skills, relationships, and learnings that contribute to your development as a person and professional.
- **Freedom:** Your ability to work on your own terms.

You ⟷ Company

Good culture

Google

Google - A Culture of Innovation and Freedom
- Employees enjoy freedom, flexibility, and various perks, which contribute to high job satisfaction and retention rates.

- Result: groundbreaking products and services, attracting top talent worldwide.

Bad culture

theranos

Theranos - Culture of Secrecy and Misinformation
- The company discouraged questioning and transparency, leading to the propagation of false information about its technology.

- Result: lack of honest internal communication contributed to its eventual downfall and legal troubles.

One thing to remember:

Culture is the reason we wake up and go to work each morning.