



# Culture as a movement, not a mandate



27 February 2018 | EX Impact



# Doubts Linger as HP Poises for a Split

*The New York Times* 10 Oct 2014

“...shrinking margins and cut throat competition from low cost manufacturers have encroached HPQ’s market share in its Personal Systems business.”

*Forbes* 3 Nov 2015

“...**some see negatives** in the new HP twins as having less clout than the old mega corporation, and not really being more agile.”

## ***HP’s Quarterly Revenue Declines Almost 12%***

“...as it **struggles** with weak demand for PCs and printers.”

Feb 2016

*The New York Times / Reuters* 24

# What is culture?

An ongoing exercise of co-creation

Culture is the set of beliefs, values, goals, rituals, and practices—both written down and not—that we bring to life when interacting to get our work done.

An aligned, thriving culture depends on three elements:

## Knowledge

Employees understand what our culture stands for—and that senior leaders endorse it.

## Mindset

Employees commit to our culture because they feel it's integral to the success of our business.

## Behavior

Employees allow our culture to guide their actions, especially in unfamiliar situations.



# What we asked, and what our employees said

## What should we bring with us?

- The HP Way
- Collaboration
- Fun

## What should we leave behind?

- Bureaucracy
- Complicated tools and processes
- Slow decision-making

## What do we want to be known for?


- Customers first
- Integrity and trust
- Cool products
- Innovation

Here's how  
we  
responded

# Diversity & inclusion




[hp.com/reinventmindset](https://hp.com/reinventmindset)

**The Daily Inc.** 

Job tools & services   Human Resources & benefits   Organizations & locations   Employee links   People Finder   Search

### Commit to #BeBoldForChange



**Related links**

- » Everyone can dance
- » How to hire the best talent
- » Diversity > Divisiveness
- » Antonio Lucio challenges ad agencies to increase diversity
- » Humans of HP #7: Lesley Slaton Brown
- » Kim Rivera announces diversity initiative for HP law firms' partners

HP executives are marking International Women's Day by visiting ConnectHP and making pledges for gender equality. You can, too.

- Innovation
- Unconscious bias



- No more EVP, SVP, VP
- Focus more on job function than hierarchy
- Emphasize contribution over status



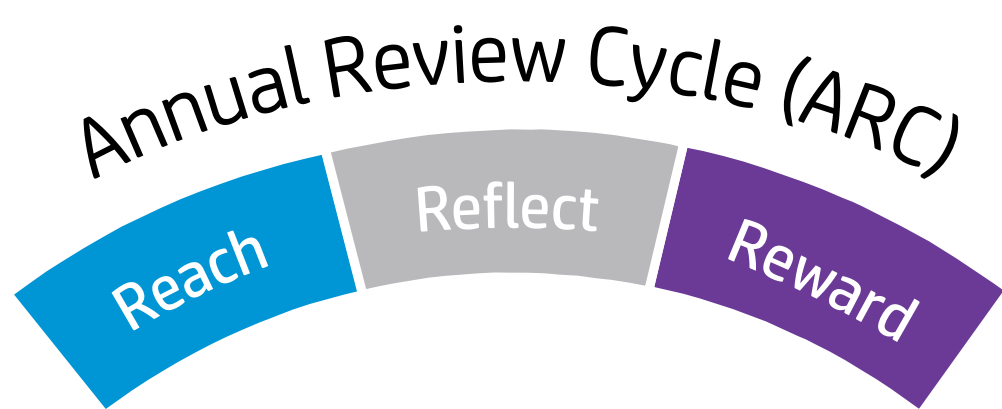
# “Growth mindset”



Brain Candy

- Focus on improving, not proving
- Ongoing, continuous learning

Fuel your mind



- More conversation
- More development
- No ratings

# Lead@HP

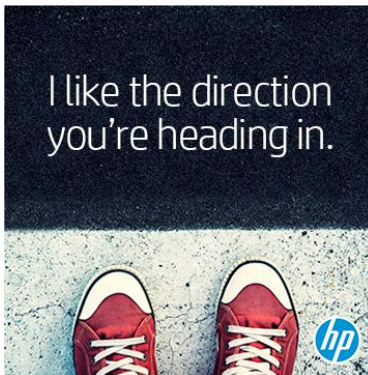


Lead@HP Labs



- Immersive, experiential
- Create conditions for insight

# Recognition@hp



- Real-time recognition
- Focus on encouragement





# Our culture today





## First, a story



The customer wanted a custom solution, rain or shine

When it came time to deliver, nothing—not even record flooding—would stop this Retail Solutions team from rising to the challenge.

Source: The Daily Inc. 30 March 2017

# Our culture: The HP Way



## Our vision

Create technology that makes life better for everyone, everywhere.



## Our mission

Engineer experiences that amaze.



What we  
value



We imagine  
the future and  
make it happen.



Our promise

Keep Reinventing



How we work



How we lead

# Our culture: The HP Way



## What we value

- Enthusiasm, agility, and ownership
- Uncompromising integrity
- Trust and respect
- Results through teamwork
- Meaningful innovation
- Focus on customers, partners, and communities



## How we work



## How we lead



# Our culture: The HP Way



What we value

- We practice a growth mindset.
- We embrace diversity to fuel innovation.
- We work in ways that are good for us and for the world.
- We solve tough challenges by bringing out the best in each other.



How we work



How we lead

...and we have fun doing it.

# Our culture: The HP Way



What we value

Imagine the future

- Aim for extraordinary
- Make bold moves
- Simplify the complex



How we work

Inspire the team

- Connect, coach, empower
- Find meaning in work
- Partner to win



How we lead

Make it happen

- Anticipate, learn, adapt
- Do what matters
- Amaze the customer

# Our culture video



# Drive conversations about our culture

Discuss why culture matters—and how each of us has a hand in creating it.

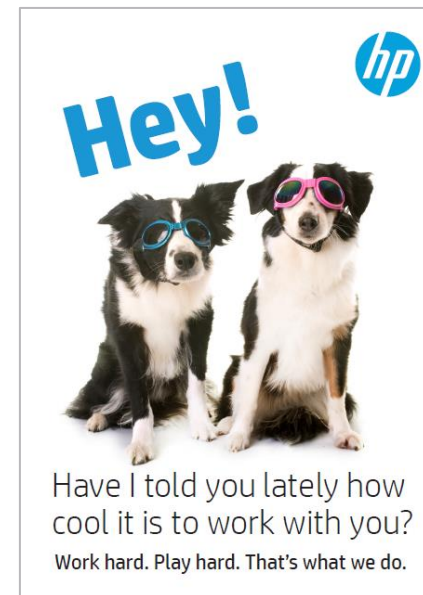
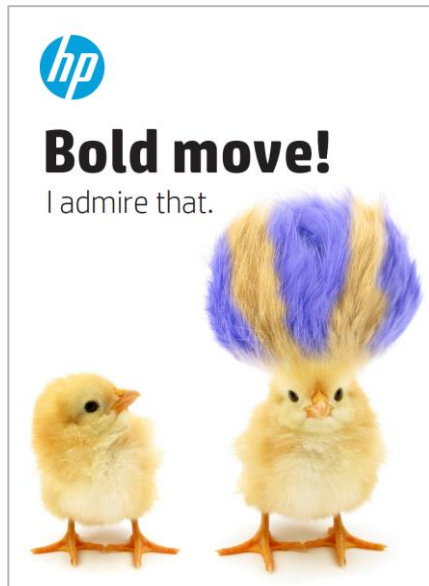
## Table C and inspiration kits pilot

Inspiration for guided discussion about why culture matters and how we make a difference in creating it



# Have fun while recognizing others for working in the HP Way

Increase the visibility of our values, fundamentals, and leadership principles in action.



# Posters and wall art demonstrate it's our employees who create our culture





# One more video!

## Inspiring innovation

### “Culture Clips” video series

Short videos  
focused on  
illuminating facets  
of our culture



**After One of Tech's  
Biggest Breakups, HP  
Inc. Comes Out on Top**

The company's stock is up 25 percent since January.

**HP: The little brother outshines its former family**

The Mercury News  
24 Aug 2017

“...HP's printer business  
outperformed the  
industry...”

**How HP Stole Lenovo's Computer Crown**

Nasdaq.com 14 Dec 2017

The Wall Street Journal  
25 May 2017

**Will HP Flatten the  
3D Printing Sector?**

Barron's  
22 June 2017

BUSINESS DAY

**Dion Weisler of HP Inc. on the Three Waves of  
Innovation**

The New York Times  
6 Oct 2017





Thank you!



keep reinventing