



## Session 6: **The key to culture**

**Brendan Richards**

Partner, Ferrier Hodgson



Ferrier  
Hodgson



# CHARACTER DRIVES CULTURE



The Logistics Mindset™  
Seminar Series



**Culture is a shared  
belief system.**



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A photograph of a railroad crossing sign and two flashing red lights against a purple and blue sky. The sign is tilted and partially obscured by the text. The lights are circular and have a grid of red LEDs.

# EGO. GREED. COMPLACENCY



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EGO



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# GREED



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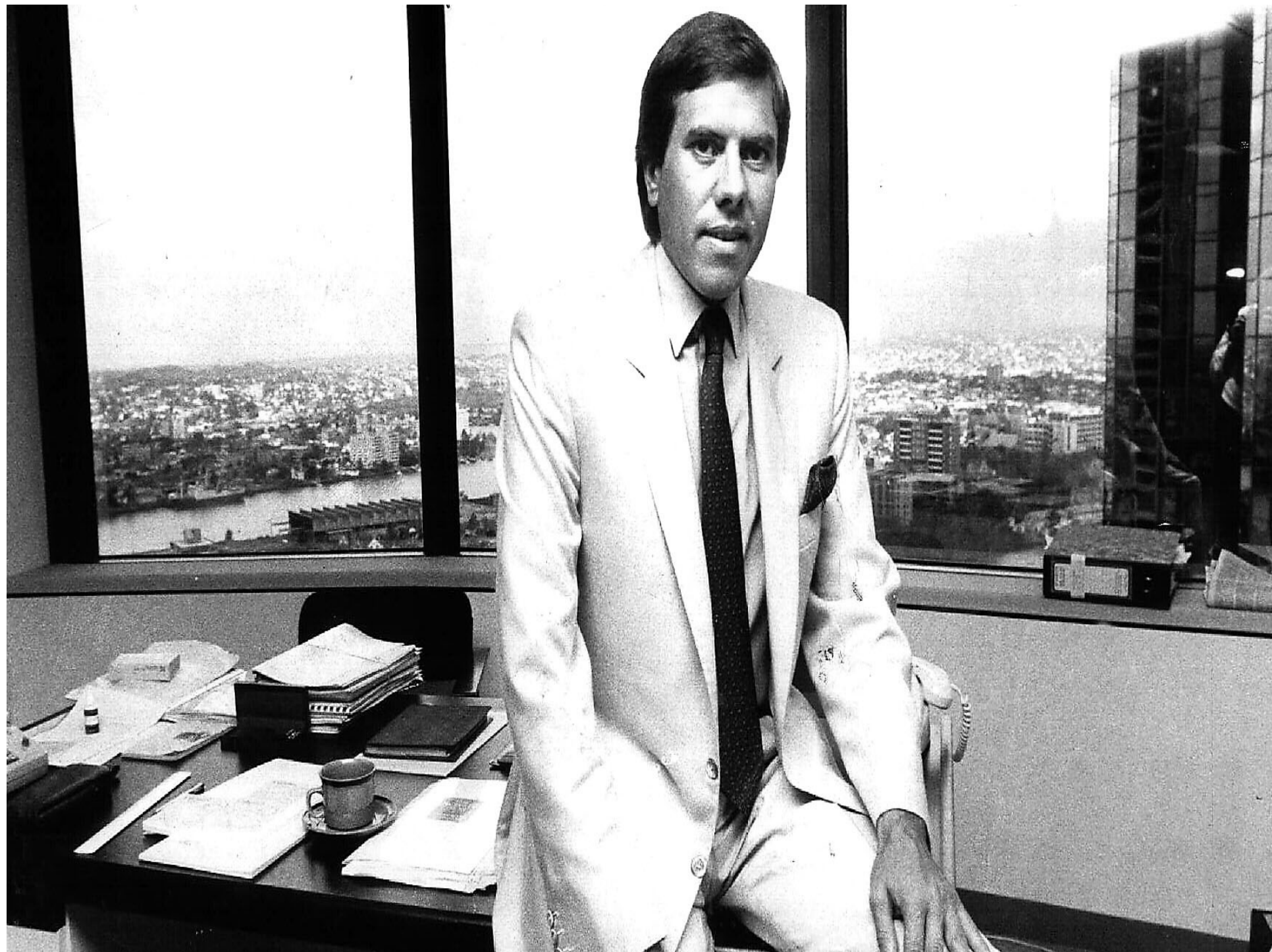
A photograph of a person's feet sticking out of a swimming pool. The water is clear blue, and the background shows a bright blue sky and green foliage. The word "COMPLACENCY" is written in large, bold, white capital letters across the center of the image. Two large white arrows, one pointing left and one pointing right, are positioned behind the text.

# COMPLACENCY



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**What do they all have  
in common?**



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# POOR CHARACTER



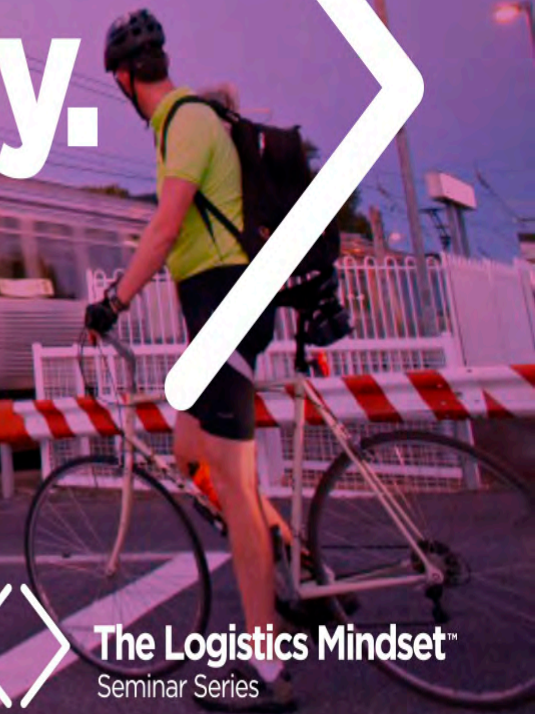
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# Look for... Insight. Energy. Realism



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## Global Heavy Vehicle Leaders Summit – Melbourne

Phil Bixley, Fleet Manager Heavy Vehicles

