

What's In Your Attitude?

5 Stages: Cultural and Organizational Relationships

*[David Logan Ph.D.](#), 2009 Ted Talk described 5 stages in cultural and organizational relationships — **these are the core beliefs, thoughts and attitudes found in families, schools, workplaces and communities.** Understanding these core beliefs helps you become a better individual.

Better individuals → generate improved workplaces.

Improved workplaces → create stronger communities.

Stronger communities → change the world.

Consider which stage below best describes your thoughts, attitudes and behavior.

- Stage 1 “Life Sucks.”** (Alienation). People in this stage systematically sever relationships from functional society, then pool together to do harm with people who think like they do. *This is the culture of gangs, terrorists and prisons.*



- Stage 2 “My life sucks.”** (Apathetic victim) Stuck in survival mode, with a low quality of life, these people complain, blame and undermine others by creating negative, emotionally toxic environments and relationships. *(Lose/lose relationships).*



- Stage 3 “I’m great. And you’re not.”** (Personal domination) Most Americans think this way. “I’m going to find some way to compete with you and come out on top as a result of that.” *(Win/lose relationships).*

- Stage 4 “We’re great. Shared values unite us.”** (Stable partnership, team or synergistic relationships.) These relationships transcend the limits of ego, infighting and competition *within their own group.* These are great corporations or organizations to work for and wonderful schools, communities and families to live in.



- Stage 5 “Life is Great”** (Global leadership values) Moving from stage 4 to stage 5 requires inspiring and connecting above and *beyond your own group.* Stephen Covey referred to this stage as the “8th Habit”— *Inspire Others & Create win/win.* This thinking changes the world by connecting great people, organizations and communities. This view can end wars, cure disease, feed people and save the planet.

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