Mojo in the Workplace –
The Importance of Culture in Retaining Good People

ACEEE - Behavior, Energy and Climate Change Conference
November 18, 2008
What is Mojo Anyway?

• Soul
• Buzz
• Energy
• Spirit/fun
• Enthusiasm

Stems from:
• Dedication/commitment
• Shared values
• Being mission-driven
Mojo Ingredients

1. Focus on Mission
2. Value people
3. Provide opportunities
4. Communicate effectively
5. Work hard/play hard
Focus on Mission

• Clear
• Unifying, common purpose
• Shared beliefs
• Tangible
• Part of an important, urgent endeavor
• Thoughtful and emotional attachment
Value People

- Hire intelligent, flexible folks
- Seek positive thinkers
- Be honest and direct
- Model desired behaviors
- Walk the talk
- Support people in their lives
Provide Opportunities

- Engage
- Play to strengths
- Reinforce accountability
- Trust and empower
- Learn from mistakes
- Value change
Communicate Effectively

- Open
- Informal
- Timely
- Respectful
- Seek feedback, listen and act
- Honor different perspectives and opinions
Work Hard/Play Hard

Celebrations and Traditions
– Summer barbeque
– Bicycle Commute Challenge
– Halloween costume party
– White elephant gift exchange and annual holiday party

Inject spontaneity:
– Nerf gun fights
– Food in the kitchen
– ACEEE – team building through dance!
What to Avoid

- Complacency
- “That’s how we do it”
- Close-mindedness
- Festering
- Third-party talk
- Lipservice
- Centerstage egos
Why does culture matter?

• Pride
• Greater productivity and achievement
• Retention strategy
• More fun place to be
• Positive reputation
At Work For Oregon

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