

BARRY MURPHY

MURPHYZ LAWZ



Cultural MPa

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**“CULTURE EATS STRATEGY
FOR BREAKFAST”**

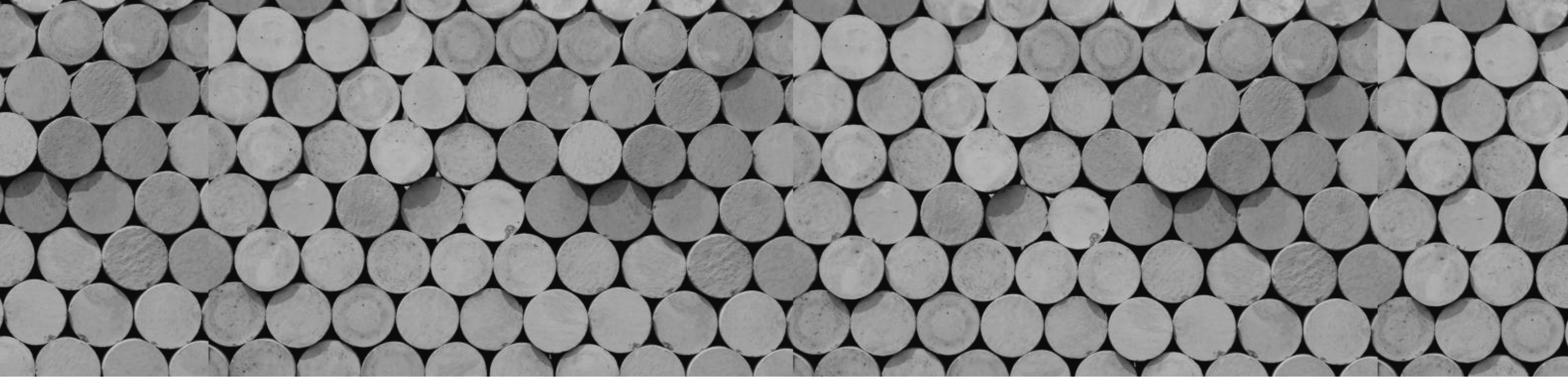
-PETER DRUCKER



**WITH THE RIGHT PEOPLE,
CULTURE, AND VALUES,
YOU CAN ACCOMPLISH
GREAT THINGS.**

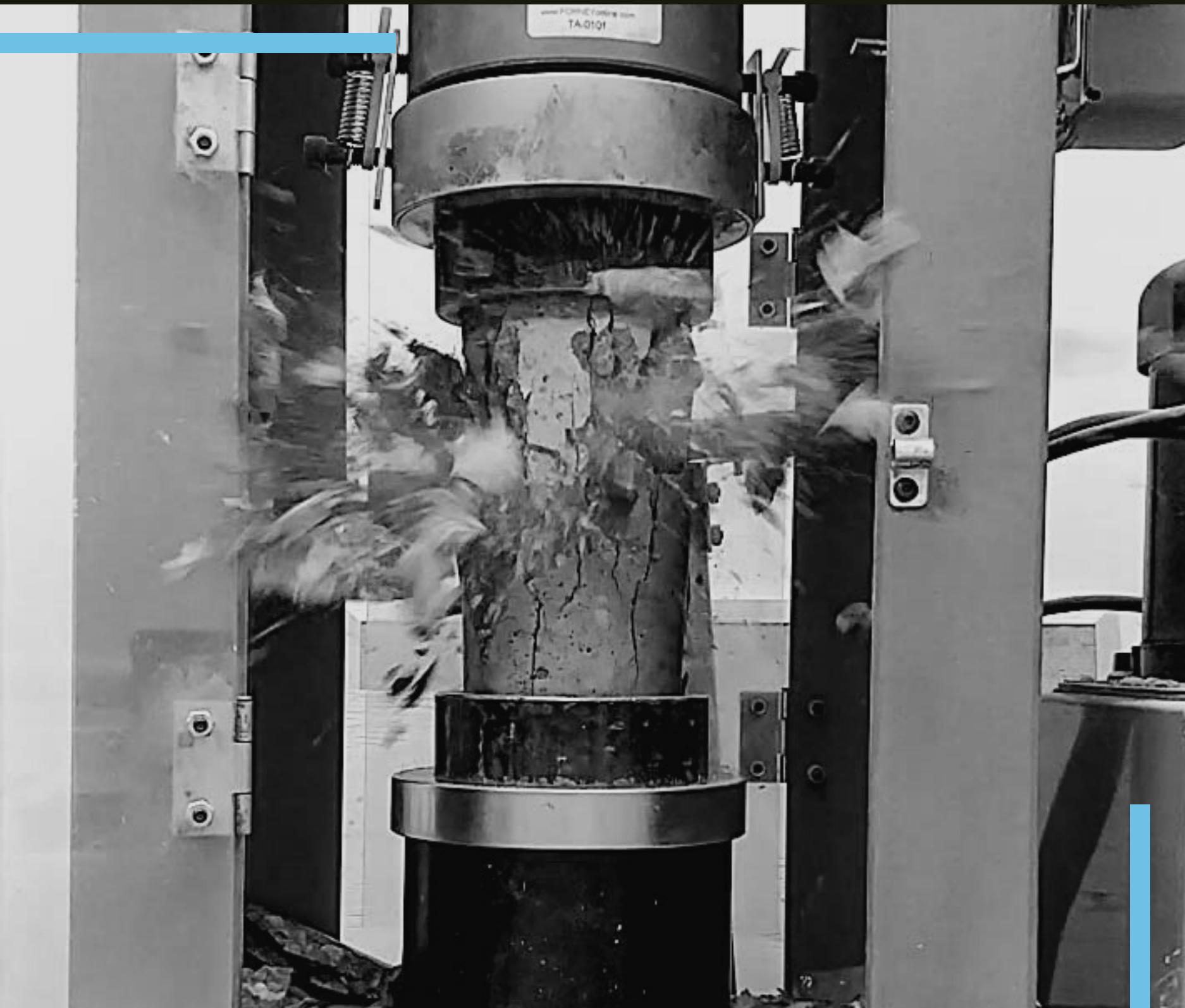
-TRICIA GRIFFITH

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Cultural MPa

Concrete strength is measured in Megapascals (**MPa**). The compressive strength of concrete is a measure of it's ability to resist the load **forced** upon it. Once cured, test cylinders taken during the concrete pour are mechanically **crushed** to determine the concretes ultimate **MPa**.



GROWTH VS. SCALE

Is your business foundation strong enough to support your future growth?

Substantial vertical growth without sufficient foundational strength results in **fracture**, Then failure.

Scaling requires vertical growth with simultaneous **foundational** reinforcement.

Culture provides the bedrock for a business foundation to scale from.



MIX MATTERS

Ultimate foundational **MPa** strength is engineered through its Mix-Design:

- **Sand**
- **Water**
- **Cement**
- **Aggregate**

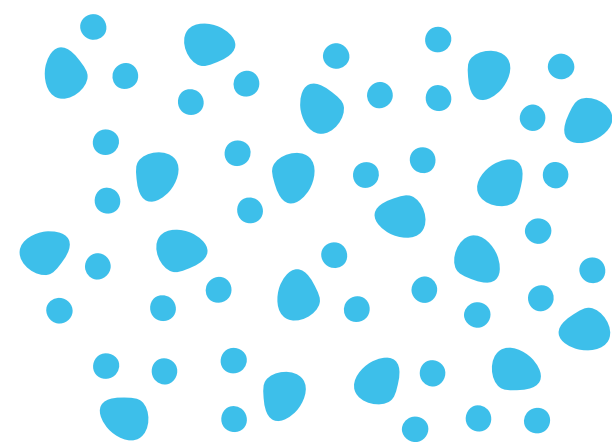
Represent the **four elements** within an organization that determine cultural foundational **MPa** strength.



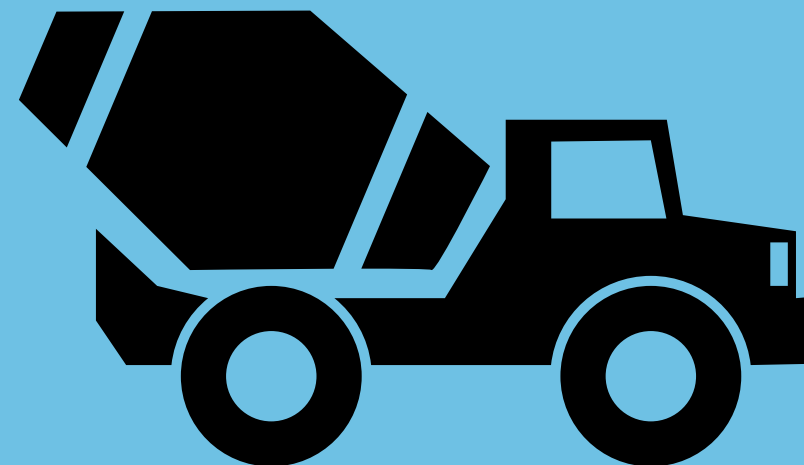
TRANSPARENCY



ATTITUDE



ACCOUNTABILITY



LEADERSHIP



MPa Integration

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IT'S NOT WHO I AM UNDERNEATH,
BUT WHAT I DO THAT DEFINES ME.

- BATMAN

INDUSTRY IMPACT



SOCIAL IMPACT



MURPHYZ LAWZ

LET'S TALK



'SUPER ANTICUS'

-ALWAYS FORWARD



Cultural **MPa**



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