

CHAPTER 3

# Corporate Culture





## Nature

**H**oney bee swarms are nature's way of packing up and moving. Overcrowding and congestion in the hive are the main reasons for bee colonies to swarm. When the bees leave their hive, the queen is in the center of the swarm protected by the other bees from predators and the weather. In short, swarming is a process that allows the colony to reproduce itself.

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## Business Lesson

**P**orter & Associates tried to reproduce itself by opening branch offices in two cities outside of our home state of Iowa. Neither location was successful. Looking back I think the primary reasons were because we did not successfully transfer and protect our corporate values, the company mission and the company culture. If you are a small to medium-sized business that's considering expansion by opening branches, be sure to protect the queen bee ... the values, mission and culture of your organization.