

Fostering a positive company culture: 76ers CEO on leading Leaders



Is your company culture thriving, or just surviving? Scott O'Neil, CEO of the Philadelphia 76ers, offers a powerful perspective on building a workplace culture where people can excel: Culture is defined by what you celebrate and what you tolerate. It's the sum of all the little things you do as a company.

Can you create a great place to work while still being high-performance-driven? Absolutely, says O'Neil. The key? **Treat people like people.**

That means setting clear expectations, [holding people accountable](#), and providing constructive feedback. But it also goes beyond mechanics. It's about taking a genuine interest in your employees as individuals and creating a space where open communication fosters continuous improvement.

Watch this short video featuring members of the 76ers team sharing how they build a positive company culture:

O'Neil believes that when you surround your employees with the right people, resources, and trust, they'll thrive. And when you show that you authentically care about them, you're well on your way to building a truly wonderful company culture.



Here are some takeaways from Scott O'Neil's on creating a positive company culture of leaders:

- **Focus on people:** Company culture is all about the people you employ.
- **Set expectations and hold people accountable:** Establish a clear vision of success and hold everyone to those standards.
- **Provide feedback:** Open communication is key to growth, and feedback should be used to improve [team development and performance](#).
- **Show you care:** Take a genuine interest in your employees' well-being, both personally and professionally.
- **Trust your team:** Empower your employees with the [tools](#), resources, and trust they need to succeed.

By following these principles, you can create a company

culture that is both positive and productive.

76ers CEO on creating culture of leading leaders

Scott O'Neil's leadership philosophy is all about building a strong company culture. Even when faced with challenges, like taking a job with a then-struggling team, Scott focused on the people. He saw it as an opportunity to develop a positive work environment from the ground up.

This focus on employee well-being continued throughout his career. A personal setback with his own company, HoopsTV, taught him the importance of investing in his employees. He implemented a comprehensive onboarding process that goes beyond just the basics. New hires receive not just office supplies, but also welcome packages for their families, information about the area, and a copy of *Leadership and Self-Deception* that Scott himself reads with them. This personalized approach fosters a sense of community and belonging right from the start.

Scott emphasizes the importance of being present and engaged, a concept he calls "be where your feet are." (He actually [wrote the book](#) on this!) He encourages employees to put their phones down and focus on the work at hand. This focus on mindfulness and connection is a core tenet of the thriving workplace culture he has cultivated. The results speak for themselves: the Philadelphia 76ers have been named "the best place to work in Philadelphia" for three years running. By prioritizing his employees' experience, Scott O'Neil has not only fostered a positive company culture but also led the team to renewed success.

The data is in.

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