



**Comparison:**

<b>ALPHA CULTURE</b>	<b>CIRCULAR CULTURE</b>
Individualism	Collective
Competition	Caring
Winning	Evolution
Assertiveness/Aggression	Vulnerability/courage
Rational intelligence	Emotional Intelligence
Playing the game	Exploration
Uniformity	Diversity
Traditionally masculine traits	Traditionally feminine traits

Historically most companies (and a lot of society) has been built on and driven by Alpha culture. It is still very prevalent at the top of many organisations.

The specific traits of alpha culture are not inherently negative, in isolation they can hold many benefits. However, when these traits are collectively prioritised, valued and celebrated over or to the exclusion of circular traits, it leads to working environments which:

- Pit people against one another in the rise to the top
- Place profits and productivity over people and the planet
- Has a monoculture at the top which is predominantly pale, male and doesn't reflect wider society
- Creates an echo chamber that doesn't enable diverse thinking
- Has people scared to be authentic in case they are perceived as weak

Whilst Alpha traits are traditionally perceived by the majority as being masculine in their essence, Alpha culture can be perpetuated by both men and women. Having said that, Circular traits are generally more naturally accessible to most women.

Several studies have shown that higher levels of Circular traits and women in leadership generates positive results. Countries with higher levels of feminine thinking and behaviour have higher per capita GDP and reported a higher quality of life. Hedge funds run by women outperform those run by men. Large companies with women on boards outperformed those with men only boards by 26%. To name but a few...

Anecdotally, most of us recognise and have witnessed that adopting Circular culture traits leads to a better working environment for all. This doesn't mean we should shun all Alpha traits. Individually they all have their place in contributing to an organisation's and individual's success. We propose that it's about harnessing Alpha

traits deliberately and at the right time rather than allowing them to lead by default.

The invitation is for you to:

- recognise where Alpha culture and traits are being followed in a detrimental way in your organisation or sector
- to intentionally adopt Circular culture traits as an alternative and encourage others to do the same with a view to this becoming the cultural standard
- to deliberately harness Alpha traits where appropriate and needed