



**TOPIC:**  
Organizational  
Leadership/  
Culture

## WHY BECOME A CULTURE OF GIVING?

# 25

### **Blake Mycoskie**

*Founder and Chief Shoe-Giver,  
TOMS Shoes*

### **VIDEO SUMMARY:**

Blake Mycoskie discusses why he chose to build his company culture around the value of giving.

### **DISCUSSION QUESTIONS:**

1. In this clip, Mycoskie describes how giving is the core strategy for TOMS Shoes. But he also believes that giving could be incorporated into any organization.

Your organization may be in a line of work that, like TOMS, is aligned around service. Or, possibly, your organization may sponsor different service projects. Think about a time when you were involved in a work experience that incorporated giving. How did that experience make you feel?

2. What advantages do you see to a corporate culture that has a strong commitment to giving and service?

3. Using a flip chart or white board, identify the activities your team or organization currently does to promote the value of giving. (Example: Employee service projects or drives, giving a percentage of profits, a line of business devoted to service, conscious consumerism, etc.)



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4. Discuss how your team or organization might increase employee involvement in giving and service. Write your ideas in a different color on the flip chart or white board.
5. Identify one thing on your flip chart that would have an outsized impact on creating a culture that values giving. Discuss as a team what it would take to add that activity to your team and what would be the next steps.