

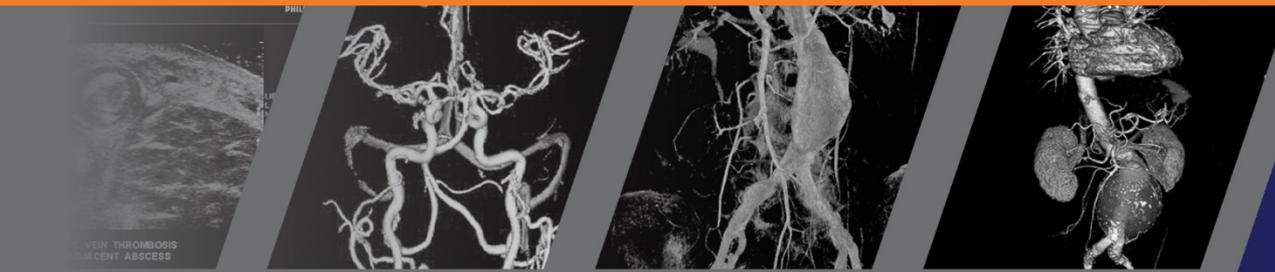
# 2019 MID-ATLANTIC CONFERENCE

## 9th ANNUAL CURRENT CONCEPTS IN VASCULAR THERAPIES

# 2019

Hilton Virginia Beach Oceanfront  
Virginia Beach, Virginia

MAY 2-4



2019 MID-ATLANTIC  
CONFERENCE

9th ANNUAL CURRENT CONCEPTS IN  
**VASCULAR THERAPIES**

2019



*January 1, 2019*

## Cartwheel Culture

Erica J Rogers - CEO Silk Road Medical Inc.

NASDAQ: SILK



*April 4, 2019*



# Culture *Is* the Game





*If, you want to do something really extraordinary - a so called “moon shot” – such as develop a cancer drug, explore space, or re-imagine healthcare delivery, you need more than just the sum of the IQs in the room*

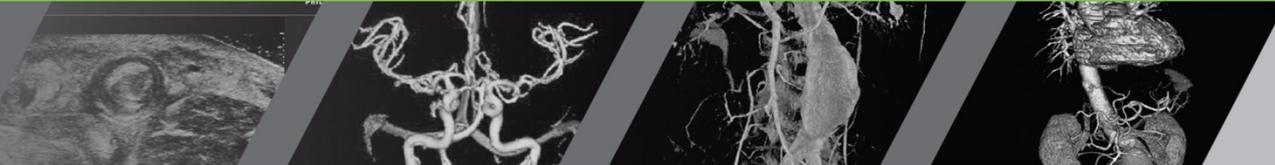
$$1+1 = 4$$





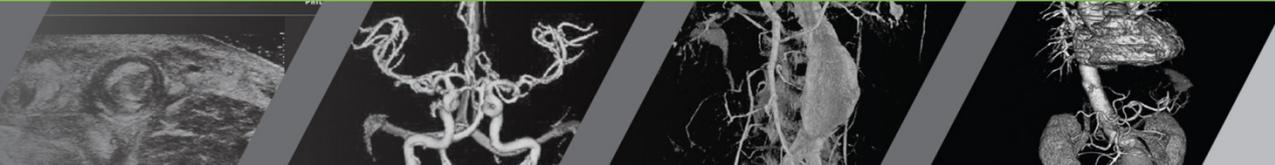


If you take care of the team  
*they will take care of you*





# Cartwheel



# Cartwheel Culture

Is the *link* between the attitude and mindset needed to do a cartwheel and those needed to have an engaging business culture

Be Courageous

Focus on Core Strength

Be Flexible

Be Persistent

Lend a Hand



# Be Courageous

*Courage*

*Bravery*

*No blame, no shame*



*Think Big*

*Be Bold*

*Take on every new challenge*



# Focus on Core Strength



# Be Flexible

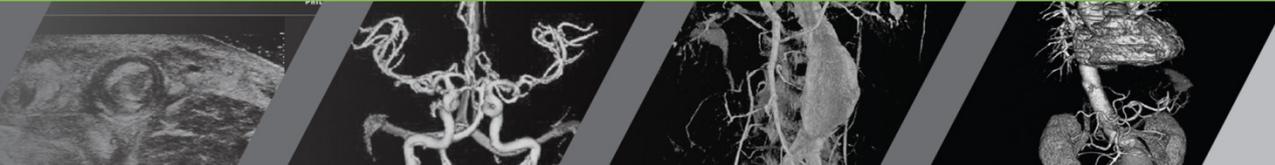
*View the opportunity or challenge from all angles...even upside down. Explore all possibilities*



Practice  
Makes  
Perfect

# Be Persistent

*Innovation comes from persistence  
and learning from our mistakes*



# Lend a Hand

*We actively support each another to support our common goal. Teamwork matters.*



