

7 Ways to Improve Your Culture

What is it and why is a positive culture so important to your business?

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1 Hour Course

What is a positive culture and why is it so important to your business? When leaders are committed to making a positive culture and realize how it affects their bottom line, the business will succeed BECAUSE of the employees. This course will give you some tips to start improving yours.

- ▶ Explore the concepts from Daniel Coyle's "The Culture Code"
 - Interviewed several different successful groups – navy seals, companies, basketball teams, movie production companies
 - Found 3 commonalities for successful cultures: Build Safety, Share Vulnerability, and Create Purpose
- ▶ Tangible ways we can improve culture in our practices
 - Need to be done on a consistent basis with sincerity
- ▶ 1. Have a Mission Statement – speaks to purpose
 - Discuss various mission statements
- ▶ 2. Be an Example – builds safety
 - Culture starts with the leader
 - Story of Ray Kroc who started McDonalds and he led by example
- ▶ 3. Write Thank You notes – builds safety
 - People like to be recognized
 - Must be sincere
 - Must be consistent
- ▶ 4. Say "I'm sorry" or "I don't know." -Shares Vulnerability
 - Being vulnerable with your staff inspires trust
 - Being an authentic leader builds trust
- ▶ 5. Ask for feedback or "How can I make your life easier?" – Shares vulnerability
 - This can be one of the single most important questions for your staff
 - Shows you care
 - Shows that we're all working for the greater good of the business and each other
- ▶ 6. Hold all Staff Meetings – Shares purpose
 - Never can be too much communication

- Gives an opportunity to reshare mission and purpose on a regular basis
 - Allows time for all members to hear thoughts on topic at the same time
 - Allows an opportunity for feedback from staff
- ▶ 7. Set goals and track progress- Promotes purpose
 - Track key performance indicators
 - Involve staff in collecting data
 - You cannot change that which you do not measure
 - Clear team goals create a unified team and culture
- ▶ Bonus: Celebrate and Celebrate with Love
 - Have fun
 - Laugh
 - Show you care about your team
 - If we take care of our team, they will take care of the business

- ▶ A positive culture starts at the top with leadership.
- ▶ When leaders are committed to making a positive culture and realize how it affects their bottom line, the business will succeed BECAUSE of the employees.