

Crazy for Culture

How to Create a Positive Culture in Your Organization

1 hour

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What is culture and why is so important to a successful team? We'll explore those concepts and ways to improve the culture of your office.

What is Culture?

According to Merriam Webster dictionary: the set of shared attitudes, values, goals, and practices that characterizes an institution or organization

Discussion on what "culture" means. Both negative and positive culture

Share thoughts from Key Opinion Leaders in Optometry.

Culture is the tone of an organization. It's what you feel when there are no words even spoken. It's a commitment to a corporate or organizational lifestyle. It is owned and nurtured by everyone. It makes you proud to be a part of that team. It's continually reinforced or articulated.

The "feel" of the company, perhaps the unwritten rules. Does the workplace have a positive vibe? How do the executives treat the rest of the people, including the janitors? Are employees supported by their managers and do they support each other? How do employees treat each other? Are they kind? Considerate? Is there a spirit of cooperation? Do they have fun? Is the workforce engaged?

Culture is the way we do things around here

On the surface, it's the personality of the practice which is driven and influenced by the people that work there. On a deeper dive, it really comes down to the "contagiousness" of the leader. Leaders who are positive, optimistic, have an internal locus of control, are problem solvers, and who have at least some emotional intelligence are the most successful and ultimately attract the right people.

When in a tough situation and unsure what decision to make, what is the default? Does compassion rule? Does what's best for the patient rule? Does what's best for the employee rule? The business?

The "vibe" of the office. Fun? Efficient? Caring? Chill? Determined? Etc.

Company culture is the experience and personality created by an organization that influences how you feel at the end of a workday.

Important aspects of a company's culture would be to feel valued, a significant mission and a determination from top to bottom to achieve that mission.

"I know the moment I walk into an office if the culture is a good one or not"

Negative Culture Traits

Toxic work environment

Absenteeism at work

Tardiness at work

Office Gossip

Employee Turnover

Share Excerpts of “The Culture Code” by Daniel Coyle and “How Leaders can Strengthen their Organization’s Culture” by Tim Burningham. Dialogue centered around creating a positive culture

Build Safety – stories for each example

People must feel safe to speak to have a positive culture

Be an Example – live in a way that demonstrates the type of culture you want to have

Leaders pick up trash off the floor

Say thank you! Write thank you notes

Invite people to quit – Zappos had created a culture where they invite people to quit

Say I’m sorry – establishes trust

Share Vulnerability

Do daily check ins or rounds

Ask for ideas

Say I don’t know – establishes trust

Excerpts from Brene Brown’s book “Daring Greatly” which urges leaders to share their vulnerability.

Share story of Sioux City Iowa plane crash where the pilot asks his crew if they have any ideas.
184 people survived the plane crash

Establish Purpose

Have a Mission Statement – simplify it and say it frequently. Post it for all to see. When you think everyone knows it, say it again. A study involving 600 companies showed only 2% of employees were able to name the mission statement or the company’s top priorities.

Have all staff meetings and remind everyone of your purpose on a regular basis

Discuss the J&J Credo and how it guided the company in 1982 when it recalled Tylenol after people were poisoned with cyanide laced tablet. *We believe our first responsibility is to the patients, doctors and nurses, to mothers and fathers and all others who use our products and services.*

Discuss Entrepreneurial Operating System (the book “Traction” by Gino Wickman) and how establishing Core Values can guide an organization Go through an exercise that provides an example of how to establish core values.

Summary

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.

Create safety. Share Vulnerability. Establish purpose.