

Culture: The Super Glue of Your Business

1. Identify what you need your culture to be to deliver your brand promise.
 - Establish meaningful vision, mission, and value set (to build common attitudes, beliefs, and behaviors to drive performance and outcomes).
2. Actively communicate and integrate the cultural underpinnings across the organization.
 - Define the values in behavioral terms and articulate and integrate them into:
 - Recruiting and onboarding
 - Performance appraisal system
 - Promotion and leadership advancement requisites
3. Rewards and incentives systems
4. Assess your culture. (Is it supporting or impeding growth?)
 - Conduct an employee perception/satisfaction survey.
5. Communicate the findings and your plan/commitments
 - Follow-up and transparency are critical to help employees feel you care and are acting upon their feedback. (Miss this, and next time they won't engage, and skepticism and cynicism will grow.)
6. Implement key actions (based on findings) to bridge where you are now with where you need/desire to be.
 - This requires budget considerations (low-hanging fruits vs. more complex to implement.)
7. Use developmental tools to help you develop your talent and strengthen key components that contribute to culture:
 - Communication
 - Supervisory skills and effectiveness
 - Relationship building and conflict resolution (compatibility and dealing with conflict)
 - Leadership skills
8. Lastly, ask and listen to your customers.
 - Conduct a customer opinion survey as an external measure of feedback as to their satisfaction and respond accordingly to what you learn.



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The ROI of a STRONG CULTURE

- ✓ REDUCE TURNOVER: IMPROVE RETENTION
- ✓ TALENT GRAVITY: INTEREST BY MORE QUALIFIED CANDIDATES
- ✓ LESS TIME TO COMPLETE WORK: COOPERATION VS. SILOS
- ✓ CUSTOMER SATISFACTION: LOYALTY AND REFERRALS



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