

A CONVERSATION ABOUT CULTURE

WHAT WE KNOW

Culture COUNTS

The impact of a company's culture on productivity, profit & more

Culture is defined as **the “vibe”** you get when you walk in the door **+** **the mood & the tone** the workplace creates **+** **leadership style** **+** **the sense of purpose** employees feel. (Jacob Morgan)

+2x

“Multiplier” leaders get over 2x the intelligence from their teams

+12%

Happy workers are 12% more productive (Univ. of Warwick)

95%

of new recruits say they value **culture** over **compensation** (Deloitte)

\$300 billion

Cost of unhappy workers (Gallup)

3.5x

Job turnover at companies with **weak** cultures is **48.4%**, almost 3.5x that of **strong** company cultures - **13.9%** (Columbia Univ.)

Company culture can **energize** or **drain**, **motivate** or **discourage**, **empower** or **suffocate** the people on your team. Make sure *yours* is a **force for good**.

87%

of employees worldwide are **NOT engaged** at work. (Gallup)

+147%

greater **earnings per share** when employees are highly engaged (Gallup)

Ethnically diverse companies are 35% more likely to outperform the national industry median. (McKinsey)

+35%

-10%

Unhappy workers are 10% **less productive**. (Univ. of Warwick)

MAKE

CULTURE

COUNT

WHAT YOU THINK

Directions: Please place a number in the box on the right.





0 = No this is not happening in my organization

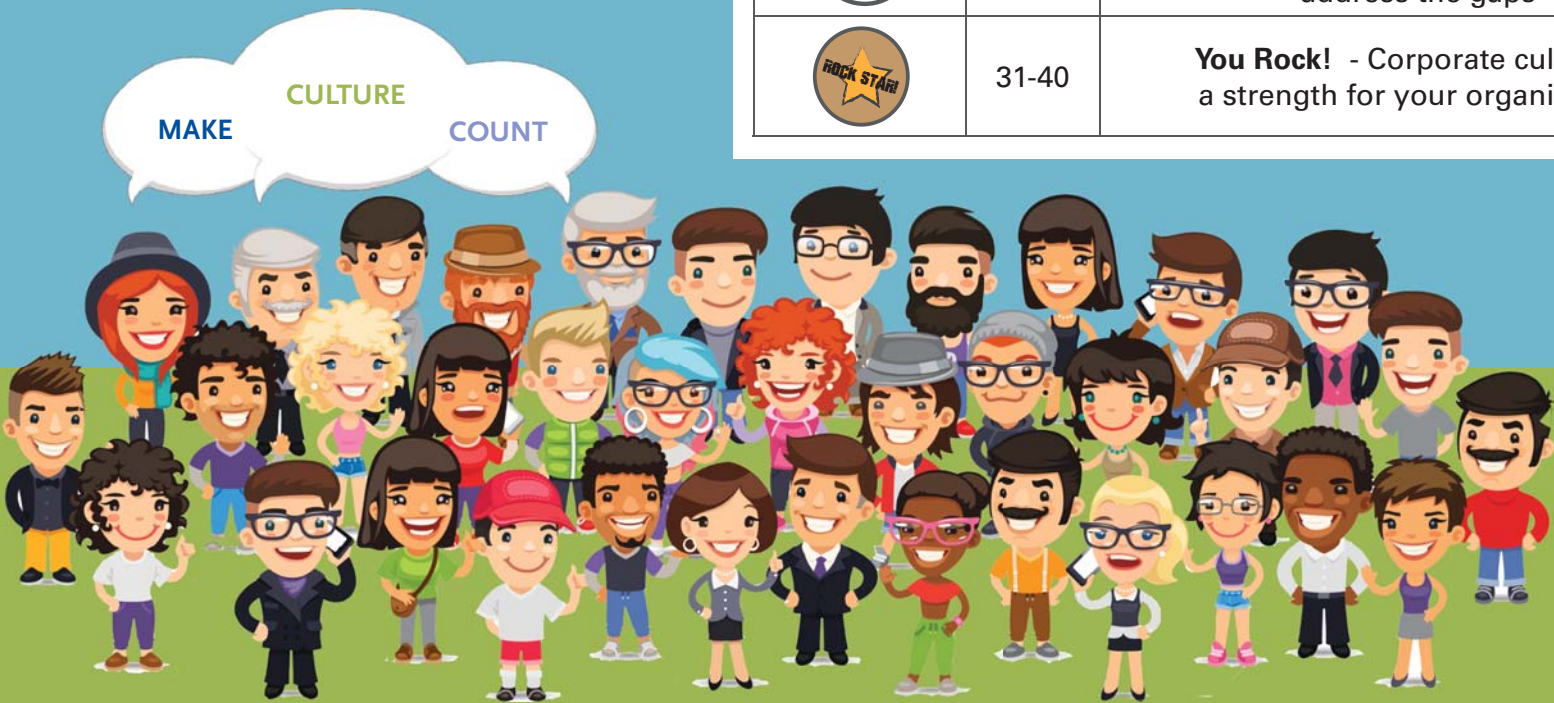
1 = This is “kinda” happening although there is room for improvement

2 = Yes my organization does this

When you are finished, total all the numbers below to see how your organization is making culture count.

	Question	Score
1	The strategy and direction are regularly communicated to all associates.	
2	Managers strive to create a positive, energizing work place.	
3	Managers help associates understand how their work is important to the organization.	
4	Efforts are made to include a diverse slate of candidates for any open positions.	
5	The company core values are clearly defined and articulated.	
6	Core values are built into HR systems and processes.	
7	Associates are selected to roles because they have the desired skills and they will align with the culture and core values.	
8	There are formal processes in place to help on-board new associates.	
9	The company core values influence how decisions are made.	
10	Formal and informal recognition occurs regularly.	
11	Managers create a safe place for associates to do their best work.	
12	New Hire on-boarding includes introduction to the company core values, strategy and direction.	
13	Managers who do not create a positive, safe environment with their team are addressed.	
14	The company looks for ways to have associates involved and engaged in making their community a better place.	
15	Recognition systems are in place for peer to peer, manager to associate, and associate to manager recognition.	
16	Associates and Managers receive regular skill development and coaching.	
17	There is a strategic, internal communication plan in place to reinforce the values and company brand with associates.	
18	Culture assessments are regularly conducted to ensure cultural alignment across functions, divisions, etc.	
19	Associates feel “in the know” about what is going on.	
20	Managers create a climate where new and conflicting ideas are encouraged and discussed.	
Total		

	1-10	Call 911 - Your culture may be in crisis
	11-20	Turn Up the Volume – increasing focus on culture will drive business results
	21-30	Stay the Course - keep the momentum going by creating an action plan to address the gaps
	31-40	You Rock! - Corporate culture is a strength for your organization



WHAT WE BELIEVE

OUR TOP 10 LIST FOR MAKING YOUR COMPANY CULTURE COUNT

1 Get a Return on Your People. People are your organization’s biggest investment and greatest asset. To drive engagement, ensure people are aligned to the strategy and know how they best contribute.

2 Capture, Codify, and Communicate Company Values. Secret Sauce or Weary Wall Posters? Values clearly defined, communicated, and ACTED upon are the single greatest differentiator to win the war on culture.

3 Start Character Building Early. The company can have values, but they mean nothing if the leaders are without character!

4 Get Their Head In the Game: Safety First. While safety comes in many forms, a strong company culture provides psychological safety in the workplace. It describes a team climate characterized by interpersonal trust and mutual respect in which people are comfortable being themselves.

5 Select for FITness and Variety. Don’t just hire for a candidate’s ability to DO the job. Make sure they fit the culture and reflect the diversity of ethnicity, gender, and experience.

6 Welcome Your “Mates” Aboard. Consider the first 180 days of their experience. What will they see? Who will they meet? What will they experience?

7 Recognize Like a Rock Star. Make them famous for their GREAT work! Call it out, link it back to the values, and figure out what is individually important to each of your stars!

8 Diminish the Negative Subcultures. All the heavy lifting of culture work will go to waste if the negative subcultures are not smoked out and diminished.

9 Set Your Surround Sound to Culture. What is your internal marketing budget? Branding starts from the inside, so make sure you are investing in the messages that you want your employees to feel and experience.

10 Connect your Culture to the Community (C²). Get out there, find a cause that is congruent with your company values, and involve all of your employees in giving back.

NOTES

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

WHAT TO DO

To make culture count as an organization...

- What should we start:
- What should we continue:
- What should we stop:
- What do I personally need to do to create or accelerate a positive culture:

