

# Our Top 10 List for Making Your Company Culture **COUNT**

*Advantage*



- 1. Get a Return on Your People.**  
People are your organization's biggest investment and greatest asset. Build alignment to ensure each person knows how what they do drives the strategy and creates engagement so they are excited to contribute!
- 2. Capture, Codify, and Communicate Company Values.**  
Secret Sauce or Weary Wall Posters? Values clearly defined, communicated, and ACTED upon is 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 (C<sup>2</sup>).**  
Get out there, find a cause that is congruent with your company values, and involve all of your employees in giving back.