

Culture Reset & Performance Expectations STX

Internal Memo

Purpose

This memo formally reinforces expectations around culture, effort, accountability, preparation, and professional standards within the office. Our culture is a strategic priority and must be protected intentionally.

“Culture eats strategy for breakfast.” — Peter Drucker

Our Culture Standard

We are building a culture where:

- Ownership is expected
- Effort is visible
- Preparation is mandatory
- Details matter
- Team success comes before individual convenience

Culture is not defined by intent or words—it is defined by consistent behavior.

“You don’t rise to the level of your goals. You fall to the level of your systems and standards.”

Why Bare-Minimum Effort Is Not Acceptable

Bare-minimum performance and corner-cutting behaviors are harmful to culture and team performance. This type of behavior is not neutral and has real consequences:

It Lowers Standards

When minimum effort is tolerated, it becomes the new baseline. Standards erode quietly, and expectations become unclear.

It Demoralizes High Performers

Team members who consistently put in full effort feel frustrated when others coast. Over time, this discourages initiative and pride in work.

It Breaks Trust

Cutting corners causes errors, rework, and uneven workloads. Trust depends on reliability, consistency, and follow-through.

It Spreads

Culture is contagious. Excuses, shortcuts, and disengagement spread faster than discipline and excellence.

It Signals Misalignment

Doing the bare minimum reflects a lack of buy-in, not a lack of ability. That mindset cannot coexist with a high-standard culture.

“The standard you walk past is the standard you accept.”

Non-Negotiable Time & Preparation Standards

Preparation and punctuality are foundational to our culture. Being “on time” is not the standard—being early and prepared is.

“Professionalism shows up before it’s required.”

Interviews

- All interviewers must be ready and set up (1) hour early
- This time is used to: [Follow Checklist](#)
 - Prepare materials
 - Review candidates
 - Set expectations
 - Ensure a professional, distraction-free environment

Training

- All trainers must be ready two (2) hours early
- This time is required to: [Follow Checklist](#)
 - Set up the room
 - Prepare food cutting stations
 - Complete rope cutting
 - Prepare and organize name tags
 - Ensure all materials and stations are fully ready
 - Coordinate staff responsibilities

Training starts when the environment, people, and mindset are ready—not when people arrive.

Color-Coded Schedule / Cutco Time

- When operating on the color-coded schedule:
 - Cutco Time means fifteen (15) minutes early
- This is the minimum expectation, not a suggestion.

“Excellence is not an act. It is a habit.”

Why Poor Standards are Harmful to Culture

1. Standards Are Set by What We Tolerate

Culture isn't defined by what we say—it's defined by what we *allow*.

When one person cuts corners and nothing happens:

- The real standard quietly drops
- High performers feel their effort doesn't matter
- Accountability becomes optional instead of expected

Over time, the question shifts from *"What's excellent?"* to *"What can I get away with?"*

2. It Punishes the People Doing It Right

Your top people notice everything.

When someone:

- Shows up late
- Avoids responsibilities
- Does the minimum while others push

...the message to the team is:

"Extra effort isn't rewarded. Bare minimum is acceptable."

That's how you lose strong team members—not from burnout, but from **frustration and resentment**.

3. Corner-Cutting Breaks Trust

Teams rely on each other.

When one person cuts corners:

- Others have to pick up the slack
- Mistakes increase
- Follow-up work grows
- Ownership becomes blurry

Trust erodes because people can't rely on consistency. Strong culture requires **reliability**, not just presence.

4. Culture Is Contagious—Good and Bad

Behavior spreads fast.

A bad apple:

- Normalizes excuses
- Encourages shortcuts
- **Creates “why should I care?” energy**

You don't get a mediocre culture overnight—it creeps in when poor behavior goes unaddressed.

5. Minimum Effort Signals Misalignment

Doing the bare minimum isn't a skill issue—it's a **buy-in issue**.

It tells you:

- They're not aligned with the mission
- They don't take pride in the team
- They see the job as a paycheck, not a responsibility

That mindset doesn't coexist with a high-standards culture.

Punctuality is more than a habit—it is a reflection of professionalism, respect, and ownership, and **it directly shapes the culture we create together**. When team members consistently arrive on time, fully prepared, and engaged, it sets a standard that elevates everyone around them. Conversely, lateness or lack of readiness quietly lowers expectations, erodes trust, and slows momentum. As Benjamin Franklin said, *"You may delay, but time will not,"* and Peter Drucker reminds us that *"Efficiency is doing things right; effectiveness is doing the right things on time."* If we all commit to showing up early, prepared, and focused, we can create a culture of reliability, accountability, and excellence. Together, by respecting each other's time and valuing every moment, we unlock the potential to move faster, achieve more, and strive toward the future we want—one where every person contributes fully and every team member thrives.

6. Learning your Tools

Our standard for every rep is to truly learn and understand CreatingSuccessStories.org and how to leverage all of its resources. This isn't just about checking a box — it's about building confidence, credibility, and clarity in how you present the opportunity to students, parents, and recruits. When you know the website inside and out, you communicate with authority, answer questions faster, and create more belief in what we do. Mastery of this tool directly translates into stronger conversations, higher trust, and better results in the field.

Why this matters for you:

- You build **confidence** because you know exactly where to find answers.
- You increase **credibility with parents and students** by referencing real stories and materials.
- It helps you **close more recruits** by showing proof, not just telling.

- You develop **leadership skills** by guiding others through the resources.
- It saves you **time and stress** because you're not guessing or scrambling for information.
- You create **belief in the mission**, which drives your personal motivation and performance.
- It positions you for **advancement opportunities** because preparation separates top performers.

If you want, I can also turn this into a one-pager training sheet or checklist for your managers.

7. 1% Daily Matters

Our standard is to live the 1% better every day mentality — a commitment to constant, intentional improvement in attitude, skills, and discipline. Growth doesn't come from massive overnight changes; it comes from small, consistent actions done daily. Whether it's refining your pitch, improving your time management, asking for feedback, or pushing through discomfort, the expectation is that you show up each day focused on becoming slightly better than you were yesterday. Over time, those small gains compound into major results, stronger confidence, and higher performance. This mindset separates average reps from top leaders because it builds resilience, ownership, and long-term success habits.