



Get Rid Of Your Company's Culture Clash Once And For All

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Sandi Webster, Consultants 2 Go

If you own a business and would like to be invited to our next CEO Roundtable in San Francisco on June 24, 2014, please [click here to request an invitation.](#)

What would you do if your company experienced a culture clash among its employees?

This hot topic was candidly examined between business owners at The Business Owners Council's CEO Roundtable, which was a valuable source for Council Member Sandi Webster, principal of the marketing and analytics consulting company Consultants 2

Go.

Undergoing a clash between employees who value work-life flexibility versus those who prefer full-time work, Sandi discussed her company's obstacle with Roundtable attendees on January 14th. At the end of the session, she surprisingly received "food for thought" from a fellow Council Member. "It came to me at the end of that meeting that I was creating my own culture clash," Sandi revealed to The Council.

"After two hours of talking about our business problems...Tim Askew [Council Member and Inc. 5000 honoree who attended the session] gave me an idea of going backwards and looking back at the type of people I have and why I originally hired those people..."

"At the end of the meeting, I did just that...it turns out on one side of the business, I have marketing people and when I hired them, I wanted women who needed a flexible work arrangement. These were senior-level people who wanted flexibility in their roles; they didn't have to work five days a week or they could work three months a year. They approached the job a little differently and I built my business around that model," explained Sandi.

"Now I am building a new side of my business, where people are mostly from the analytics. So that is more of an internally focused kind of person, they don't need the flexibility that the marketing people need, because they are full time and will sit at their computers all day."

Sandi came to an important realization based on the Roundtable discussion. "I realized that I am literally hiring for two different types of people...if I try to find analytics people who need flexibility as well, then maybe my organization will blend better," Sandi disclosed.

"At the root of that, it was the way I was electing people. I was using a whole entirely different model

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to interview the analytics people, rather than sticking to the model of flexibility that I originally had.”

For Sandi, the CEO Roundtable was the perfect opportunity to receive advice from different business owners, instead of hearing one opinion. “I appreciated the fact that each person took the time to voice a very real and tangible problem,” expressed Sandi.

“Where I might sit one-on-one with someone and bounce ideas with someone, here [at the CEO Roundtable]...I got a whole different perspective just by getting multiple feedback from different people in one room – I like that format.”

Need some “food for thought” to accelerate your business? Then don't miss out on the next CEO Roundtable in San Francisco on June 24, 2014. If you own a business and would like request an invitation to an upcoming CEO Roundtable, please [click here](#).

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[RETURN TO TOP OF PAGE](#)

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