



**What you say—and don't say—sets the standard**

— Michelle Morrison



## Creating a Healthy Company Culture as You Grow

**Your culture is built one interaction, one decision, one moment of leadership at a time.** As your organization grows, leaders play a pivotal role in shaping how people feel, work, and thrive. The guidance below reflects Culture Timing's approach: simple, actionable, and aligned to human-centered, inclusive leadership.



### Lead with Clarity and Consistency

A healthy culture starts with shared expectations.

#### Your role:

- Model the behaviors tied to our culture pillars.
- Communicate decisions with transparency and context.
- Reinforce what “good” looks like in daily interactions.

**Why it matters:** Consistent leadership reduces confusion, builds trust, and anchors the organization as it scales.



### Strengthen Core People-Leadership Skills

As teams grow, technical expertise is no longer enough.

#### Focus on developing:

- Coaching and effective feedback
- Psychological safety and empathy
- Guiding people through change
- Holding fair, balanced performance conversations

**Why it matters:** Strong people leaders accelerate growth, reduce friction, and improve retention.



### Build Company Rituals That Foster Connection

Culture becomes real through repeatable habits.

#### Leader-led rituals:

- Monthly “state of the team” conversations
- Win/learn reflections to normalize learning
- Structured 1:1s that blend performance + development

**Why it matters:** Rituals create consistency, reinforce belonging, and help new employees integrate quickly.



Build Culture.  
Lead Change.  
Ignite Excellence.



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**When culture is intentional, aligned, and nurtured, everything else becomes easier - execution, innovation, retention, trust, customer experience, and your ability to scale**



## **Use Simple Tools to Create Fairness and Accountability**

Growing organizations need clarity without bureaucracy.

### **Tools to use:**

- A decision-making framework (e.g. RACI)
- Clear expectations and success measures
- Shared standards for hiring, recognition, and performance

**Why it matters:** Fairness fuels trust—and trust fuels performance.



## **Champion a Feedback-Driven Culture**

Feedback is information. It's how we grow—individually and collectively.

### **Your role:**

- Invite feedback proactively and respond with curiosity
- Close the loop by sharing what you heard and what you'll act on
- Use pulse checks, 1:1 insights, and team reflections to spot patterns early.

**Why it matters:** Employees feel valued when their voice shapes how the company evolves.



## **Culture Timing Perspective**

**Great culture doesn't happen by accident—it's designed, activated, and reinforced by leaders.** When leaders communicate clearly, foster connection, use simple systems, and champion feedback, they create an environment where people feel seen, supported, and motivated to do their best work.



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