



Tom's

# Schin Sights

**Hello, Friends!**

## Welcome Back

It's been a few months – that's why I labeled this as monthly (ish). I know my boundaries, limitations, and propensities. The last few months have been a good busy (and a little DR beach time included). That said, here's the latest on what's going on in the world of helping organizations (you) Build Better Culture.



*Lead from the Front*

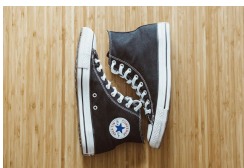
## My Soap Box on Culture

I'm not diving deep into the political side of things, but I feel compelled to bring it up in this forum (albeit briefly). The struggle of Diversity Equity & Inclusion in our workplace is real. I'm not the DEI expert – I don't pretend to be; I'm the culture guy. That said, DEI completely ties into who you are as an organization, and how you conduct yourself as leaders. Keep your ears and eyes open for what's happening around you (whether you agree with any of it or not). Be aware of and train your managers to listen and watch for the struggle. It could show up in a variety of forms so keep the radar

ears up. Your people WILL notice, and appreciate you asking if they're ok today, next week, and beyond. If you're looking for some inspiration, next lunch break, take some time to watch this **Leading from the Front** event on LinkedIn with some talented and experienced professionals.

More on what your culture may be exposed to. There's a lot on our plates. No time in history have we had this amount of information pouring in. Change is hard, but some changes are harder to digest. In addition to life (kids, spouses, parents, volunteerism, that pesky cat who keeps leaving presents on your doorstep), we're trying to adapt to the changing landscape of technology (Ai), the generational maelstrom we're in (perceived or real), the ongoing battle for RTO or justifications of hybrid/remote, the struggle for acute balance in mental health, and more (long list). It's all hitting us like getting tied down by an infinite number of Lilliputians AND getting bombarded by those flying monkeys in the Wizard of Oz at the same time. (for my visually oriented friends, have fun with that one).

THESE are the times your culture and engagement are tested to the fullest extent possible. How you handle yourselves, how your leadership team carries themselves, is under the spotlight by everyone – your employees, your customers, your leaders, and your community. It's your opportunity to show them what's possible instead of crawling under the steps.



## Latest Blog Post

I wrote this a few weeks ago. It had been inspired by something related to being colorblind (fist bump for my colorblind friends and readers). It sucks and it doesn't. Do

I wish I could see what you see? Sometimes, but usually not. Sometimes I wish you could hit the settings button and get to cinema mode, or cruise ship mode, but frankly – I like the colors in my library. So don't feel bad for us – we just see the beauty of the world from a different lens. Appreciate what you have. Your job and lesson is to consider how OUR world looks, vs. seeing your green grass, blue sky, red socks, etc. **READ MY BLOG.**

Be sure to check out previous blog posts too

## schInspirations

I've found that the number of organizations who have a dedicated Learning program for managers is few and far between. It's not ok, but it's ok – I understand (I don't, but I do). Back and forth we go. So here's the thing – I use this analogy with people I speak with about my health and fitness journey

(yeah, this again). SOME activity is better than NO activity. If you don't have the bandwidth or budget to dive in, you can start with who you have internally.



*ah textbooks*

How? Remember textbooks? (for some it's more recent than others – sorry)

They have these pedagogical (I remember giggling when I learned to say that word correctly the first time) elements called vignettes or case studies. They would give you a story related to the chapter theme to provide readers with a little context for what you were learning. Most of you have these vignettes in your business. Pick a few topics that are impactful for your leaders (over the next several months) and find the leaders in your business who can share a great example of how they tried something, how they succeed or didn't, and what the lesson was. Then let everyone else pick their brain for 30 minutes.

Then, pick someone else – a different voice, theme, story – for next month or quarter. It's your starting point. Eventually you'll need more, and fortunately you have someone to reach out to (ahem), but if this is where you're at, just START. You won't have a 6 pack right away, but you'll feel great afterwards.

## Sch-Aring

I was going to save this TedX Talk for a workshop, but it was too good not to share with a broader audience. When I saw the title, "The Secrets of People Who Love Their Jobs," it popped on the screen. I was originally sourcing some content to supplement some upcoming programming, and this one just spoke to me. Of the many lessons/steps Shane J. Lopez shares, my favorite was about how you should "Shop for the right boss." We've all had the great and not so great. This lesson is really crucial, and one you should share with your kids and those looking for work. Shop for the right boss applies to those seeking, but also to those of you who ARE the boss.



My spin on it is aspire to BE the boss someone shops for. You'll never perfect it – don't think that you will, don't resign yourself to be perfect, instead, always STRIVE for that perfect so that you're constantly working to improve. If you're regularly checking your ego at the door, working to better communicate, how to better empathize, hear what you're not hearing, feel what you're not feeling, it'll

show up in everything that you do. You'll find ways to practice this behavior at home, at the store, at work and beyond.

I encourage you to watch the video and please share with me what lesson or inspiration you draw out of it. Just pick one. You can't master everything – pick one and get better at it. When you've become proficient, then you can go back and do more.



*I traded a towel for this hat*

## What else?

Do you have an awesome work culture, or excellent stories about Employee Engagement in your company (or your board, group, etc.)? I'd love to pick your brain. I love having case study examples to draw upon (and share other stories).

Email me at [tom@buildbetterculture.com](mailto:tom@buildbetterculture.com)

Tom

PS – Love something in this newsletter? Please tell me what it was and why. Hate something? Tell me that too.



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