Culture

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."
-Dale Carnegie

Customer-Focused ~ Fun ~ Honest ~ Accountable

Benefits Of Culture

It will help Executives, directors, mid-level managers and high-potential employees define the culture and values of the company.

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Increased customer loyalty and retention, revenue growth, enhance innovation, strong, brand reputation, improve morale and engagement, boosted creativity and innovation, enhanced communication and teamwork, attraction and retention of top talent.

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Culture drives loyalty and probability by consistently meeting customers needs, while fostering a positive, trustworthy and empowered work environment. It builds lasting customer relationships encourages customer relationships, encourages innovation and ensures employees are engaged, reliable and committed to the company's ultimate success.

CORE AREAS OF CULTURAL FOCUS

Business culture refers to the set of behavioral and procedural norms that can be observed within a company— which includes its policies, procedures, ethics, values, employee behaviors and attitudes, goals and code of conduct.

1. Customer-Focused Culture: *Every decision and action, regardless of the department, ultimately serves the customer's experience and success ("Everyone sells!")*

- **Defining the Vision:** Clearly articulate WHO the ideal customer is and WHAT their success looks like. The leader must Constantly repeat and embody the vision.

- **Systemic Empathy:** Design processes that require and reward customer-centric thinking. Example: Implementing a "Customer Success Story" review at every leadership meeting.

- **Metrics Alignment:** Shift performance metrics from purely internal (e.g., efficiency, volume) to external (e.g., Net Promoter Scores - NPS, Google Rating), Customer Satisfaction (CSAT) and churn rate.

- **"Voice of the Customer":** Ensure the leader regularly participates in customer feedback sessions, reads support tickets, joins sales class, modeling the priority for the team. Live by," the customer is not always right, but they are never to be proven wrong" mindset.

- **Principle:** Instituting a practice where a customer's perspective is always intentionally included in every major decision-making meeting.

GROW COACHING MODEL

G-GOALS:

What do you want to achieve? In this session? Long-term? Define the specific, measurable outcome.

R-REALITY:

What is the current situation? What have you tried? Assess the current state, obstacles and resources.

O-OPTIONS:

What could you do? What are all the possibilities? Explore solutions and strategies without judgement.

W-WILL:

What will you do and by when? What support do you need? Commit to a concrete, actionable plan.

2. Fun culture: *It's not about "Casual Fridays," but about fostering psychological safety, engagement and innovation, which leads to improved performance and retention.*

- **Model Playfulness:** Leaders need to lighten up. Focus on how to use humor appropriately, share vulnerabilities, and celebrate failures as learning opportunities.

- **Empower/Encourage Autonomy:** Fun is a byproduct of being challenged, but not overwhelmed. Coaching helps the leader delegate meaningful work, giving teams the freedom to approach problems creatively.

- **Recognize and Celebrate:** Implement frequent, varied and meaningful recognition programs. This goes beyond monetary rewards to public praise and genuine appreciation for their effort.

- **Energy Management:** Train the leaders to recognize and manage team burnout. A fun culture requires sustainable pace and intentional downtime.

3. Honest Culture (Psychological Safety): *Honesty, especially in performance reviews, decision-making and error reporting, is the foundation of high-performing teams. This requires high levels of psychological safety.*

- **Transparency and Trust:** Coach the leader on what information must be shared (the "why" behind the decisions, the financial health, the market risks) to build trust, even when the news is difficult.

- **Feedback and Mechanism:** Establish a norm of radical condor-caring personally, while challenging directly. The leader practices giving and receiving tough, yet constructive feedback.

- **Handling Mistakes:** Create a blameless reporting culture. When errors occur, the focus must shift immediately from who is responsible to what allowed the error to happen, encouraging prompt reporting.

- **Conflict Management:** Train the leaders to facilitate healthy, constructive conflict rather than avoiding it. This teaches the team that disagreement is productive, not personal.

The Four Principles of Conflict Management

Principle #1: Be Honest

Principle #2: Keep Current

Principle #3: Attack Problems, Not People

Principle: Act; Do Not React

4. Accountable (The Structure): *Accountability transforms good intentions into consistent rules and provides the clarity for a healthy, honest environment.*

- **Clear Ownership:** Use frameworks like RACI (Responsible, Accountable, Consulted, Informed) to eliminate confusion about who owns what outcome.

- **Goal Setting:** Implement a robust system (e.g. OKRs - Objectives and Key Results) where goals are transparent, cascaded across the organization and regularly reviewed. Consider implementing EOS (Entrepreneurial Operating Systems) throughout the organization.

- **Consequence Management:** Ensure that there are fair, consistent and documented consequences (positive and negative) for performance against those clear expectations. This is where honesty meets structure.

5 Components of business culture

- **Values and beliefs:** These are the fundamental principles that guide the company, such as integrity, innovation, or collaboration.

- **Behaviors and norms:** These are the unwritten rules for how employees are expected to act, including how they communicate, approach problems, and treat one another.

- **Practices:** This includes the daily actions of the organization, such as how meetings are run, how employees are recognized, and how decisions are made.

- **Environment:** The physical and virtual workspace can play a significant role in shaping culture, affecting creativity and collaboration.

- **People:** The overall workforce is central to culture, and how employees are hired, developed, and supported is a key factor.

"Fight for the things that you care about. But do it in a way that will lead others to join you.
-Ruth Bader Ginsburg