Guest,

Welcome to:

How Is Your Culture Eating Your Strategy?

Presented by
Lighthouse Consulting Services, LLC

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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Defining culture: How We Do Things Around Here

- The CEO/Owner's behavior drives culture over time
- Is the culture right to drive the business?
- If not the first step is changing the CEO's behavior
- Is he or she willing or capable of change?

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How can an organization find out what the true culture is?

- Survey ideal vs actual
- Talk to people to find out how they solve problems
- Compare with desired cultural values
- See what gets people fired and promoted
- Ask your customers
Open Line

What drives change in the culture?

• First, the CEO's and Executive Team’s behavior has to match desired cultural values

• Define each value with desired behaviors

• Include performance against values and behaviors as part of people's evaluation

• Hire, coach & fire to fit desired culture

• Success stories

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What has not worked?

- Doing nothing does not work
- Writing a statement and not living the values does not work
- Adopting some ideal from a book or social organization
- Expecting people to read and follow does not work
- Hiring with no idea about the person's cultural values

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What works?

- Defining each value as behaviors
- Leadership role modeling
- Being sure the cultural values will drive business outcomes
- Showing people how the cultural values will work to drive business outcomes
- Hiring to fit
- Telling success stories around cultural values
- Is cultural fit very important to hiring and retention: find a way to know people’s drivers before you hire
How do you know if it is time to take action and where to begin?

- When business performance drops, culture is at its root
- When it is obvious that everyone is on their own page
- When your corporate culture does not match with your customers
- When there is a high lack of alignment around every decision you make
- When people leave because they cannot take it anymore
How do you measure the ROI that comes along with change?

- Sales will grow
- Profits will grow
- Innovation goes way up
- Your people work twice as hard because they feel like they belong
- People in the industry will be talking about your company
- You win Best Place to Work awards
- Retention goes way up and people are waiting in line to work for your company

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Next steps?

• Call in experts, this is not easy
• Examine your own behaviors and compare with the ideal
• Test everyone to see what the existing alignment is
Thank you for attending
How Is Your Culture Eating Your Strategy?

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