Building Your Culture

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Goals

- Define Culture

- Review Why Culture Is Important To An Organization

- Discuss Important Factors To Inclusive Culture

- How Can We Build The Culture We Want In The Organization

- Examples Of Culture Building You Can Use

How do we Define Culture...

- Definition of Culture

"(*noun*) The ideas and physical objects (or "things") that represent a group or society."

- Definition of Organizational Culture

"An organization's culture defines the proper way to behave within the organization. This culture consists of shared beliefs and values established by leaders and then communicated and reinforced through various methods, ultimately shaping employee perceptions, behaviors and understanding. Organizational culture sets the context for everything an enterprise does. Because industries and situations vary significantly, there is not a one-size-fits-all culture template that meets the needs of all organizations."

Why is Culture Important...

Important Factors when Considering Culture and How to be Inclusive…

- **Power of Perception-** We as humans, it is in our nature to bring our own thoughts, feelings and overall needs to the table first.

- **Environment- Our Organizations** each have their own environments and some of those change often. As leaders, there must be an awareness of how the environment impacts the organization and the employees.

- **Self- Awareness- Every team mate must be aware of** which emotions are relevant and work related.

- **Goal Driven- When considering culture, how will** the team measure its own effectiveness?

How can we build the Culture we want...

- **Organization Culture starts with Leadership**
  - There must be a desire and drive to build a diverse yet inclusive culture
  - There must be a focus on how human nature can impact the decisions around culture. Leadership must be prepared to challenge the norm, especially in an existing Organization.

- **Recruitment Strategies must be Inclusive**
  - The tone of organizational culture is noted as individuals are recruited and hired.
  - The DNA of the organization begins with the recruitment stage of the Organization.

- **Provide Safe Spaces for Employees.**
  - Culture is built from peer to peer, across levels in role types in your Organization. Inclusive spaces allow employees to feel comfortable to engage.
  - Encouraged communication across team mates allows for connection and ideas to generate where inclusion is built as the trust sets the stage for collaboration

- **Be Present with your Employees and Team mates**
  - Focus on the strengths your team brings to the table. Allow them to be themselves in a respectful tone so they feel valued.
  - Be real. Your team wants you to be human. Vulnerability, when done correctly, allows for commonality and transparency to build into respect.

- **Encourage Feedback**
  - Allow employees to share their thoughts and/or feelings. This allows for open communication.
  - Allow feedback to be done so in different ways. Surveys, emails, one on one conversations, open forums, etc...

Real World Activities...

- Ask Your Team- Conduct an employee survey on the organizations culture, be specific and explain the why behind this activity to the team.

- Set Clear Expectations- Does your team know the mission statement of your organization?

- Focus on Communication with Your Team- Deliver the who/what/when/where/why/how

- Always focus on the human to human interaction.

- Conduct a Human Library or other Team Building Activity

Tying it all Together...

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- Review why Culture is Important to an Organization

- Discuss Important Factors to Inclusive Culture

- How can we build the culture we want in the Organization

- Examples of Culture Building You Can Use

References

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