

# 5 Steps to Building Great Culture

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Jenni Catron



# Culture

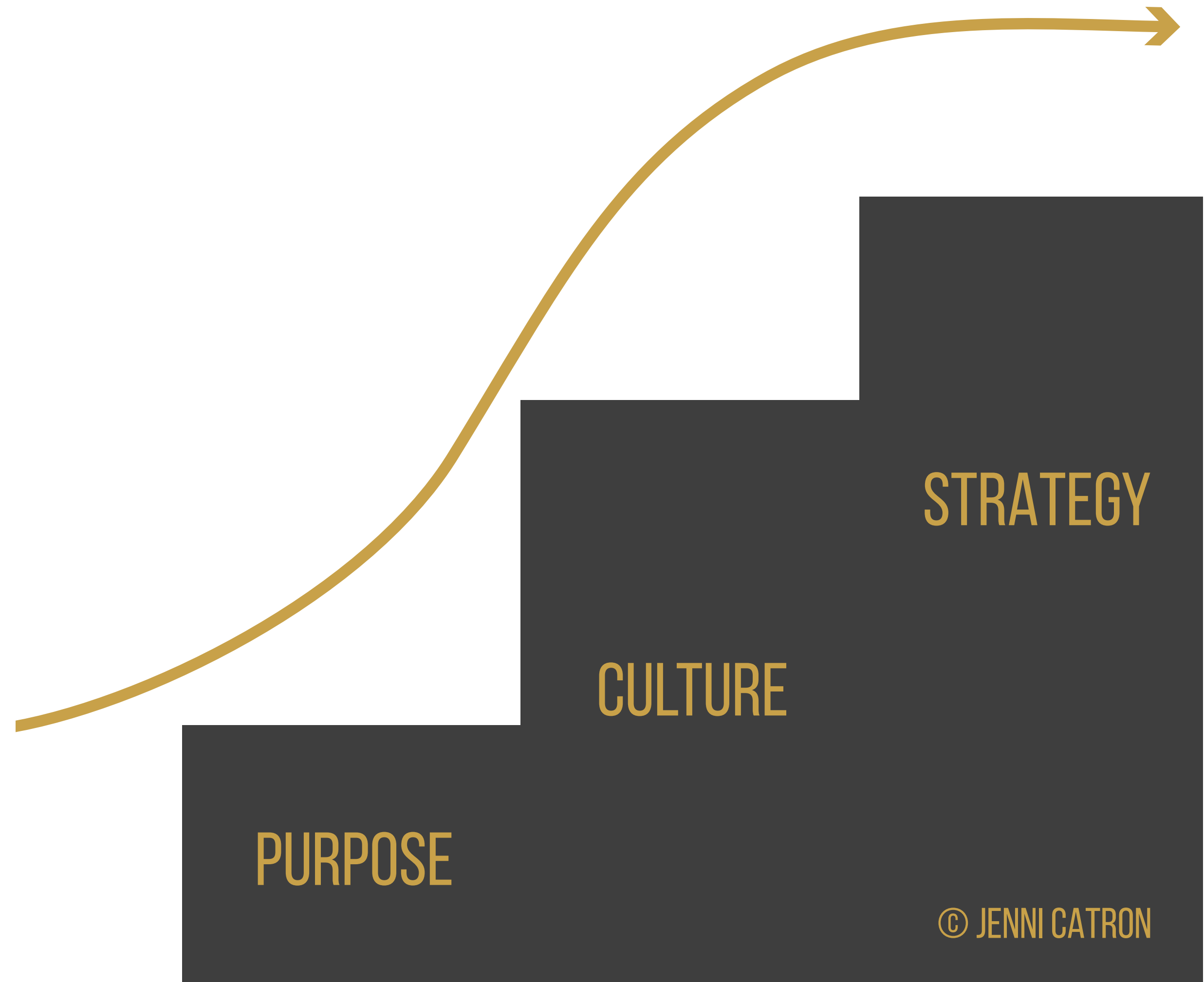
Clarity of who you are  
and how you work together  
to achieve your mission.

# Why Culture?

- It's the linchpin between your purpose and your strategy

# Why Culture?

## BUILDING BLOCKS FOR ORGANIZATIONAL SUCCESS



# Why Culture?

- Culture is a great competitive advantage

*“Culture - not strategy, technology, finance, industry knowledge, or marketing - is the ultimate competitive advantage of our age.”*

Matthew Kelly, The Culture Solution

# Clarity

**is a chief indicator  
of the health of a culture.**

# CULTURE HIERARCHY OF NEEDS



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# Tools for the Job:

- 1) Appropriate equipment
- 2) Adequate compensation
- 3) Effective onboarding

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# Organizational Clarity:

- 1) Shared purpose and goals
- 2) Organizational structure
- 3) Defined roles and responsibilities
- 4) Values and behaviors that define success

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# Psychological Safety:

- 1) Trust & Respect
- 2) Emotional Intelligence
- 3) Actively bring your best work

# Psychological Safety:

“...psychological safety is not a matter of relaxing standards, making people comfortable, being nice and agreeable, or giving unconditional praise. It’s fostering a climate of respect, trust, and openness in which people can raise concerns and suggestions without fear of reprisal.”

Adam Grant

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# Connection:

- 1) Organizational rhythms
- 2) Mutual commitment and accountability
- 3) Candor, honesty, & integrity drive our interactions
- 4) Living our values



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# Personal Fulfillment:

When team members are personally fulfilled, they are fully utilizing their gifts with a team they love, doing work that is fulfilling.

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# What's Your Culture Blind Spot?



**DISCOVER YOUR  
CULTURE BLIND SPOT**

Cultivating a healthy team culture starts with knowing where you should be investing your time and efforts to make a bigger impact in your team. Our free assessment will help you identify your biggest culture blind spot so your team can thrive.

**TAKE THE ASSESSMENT**



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