



# Shaping Your Company's Culture

Creating What the Future Looks Like



# What We Do

*It's All About Educating Aspirant's like You*

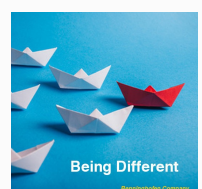


Within the context of "Your Business is Worth Growing" our definition of an Aspirant is as follows:

*"We are people who together consistently aspire, remain engaged in excellence, discovery and worthy experiences which expand ourselves and others, all the while committed to beliefs, choices, actions, and results which forward our purposeful living and our businesses".*

*CAM Definition 2006*

We invite you to ponder what we have defined here for a few moments: evaluating for yourself if the definition is something that you can stand inside.





# Why Implement a Company Culture?

## *The Top Three Reasons*

### Reason Number 1

To create a ***unmistakable future for the company*** so that all stakeholders, including employees, vendors, prospects, customers and clients want to do business with you and your company.

### Reason Number 2

You select, train and encourage ***a team of champions to help influence and guide the implementation***: we call this living inside an on-purpose business and a living a character-based life.

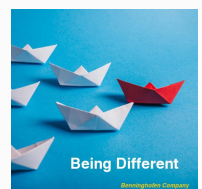
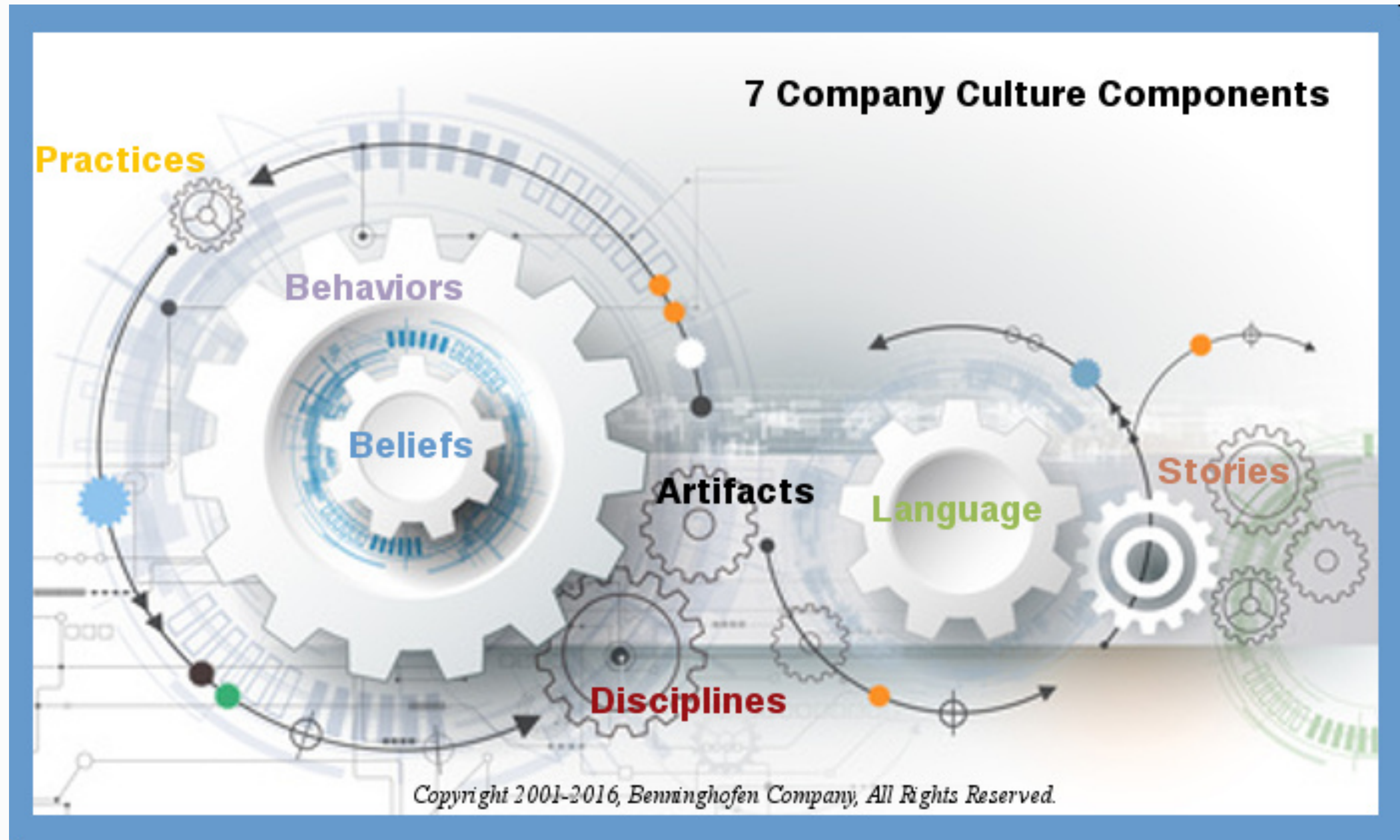
### Reason Number 3

You and your colleagues ***choose and act toward purposeful results*** where you are always steering toward your company's culture (i.e. your compass) which becomes the source of your primary motivation, inspiration and reason for being.



# Our Company Culture Components

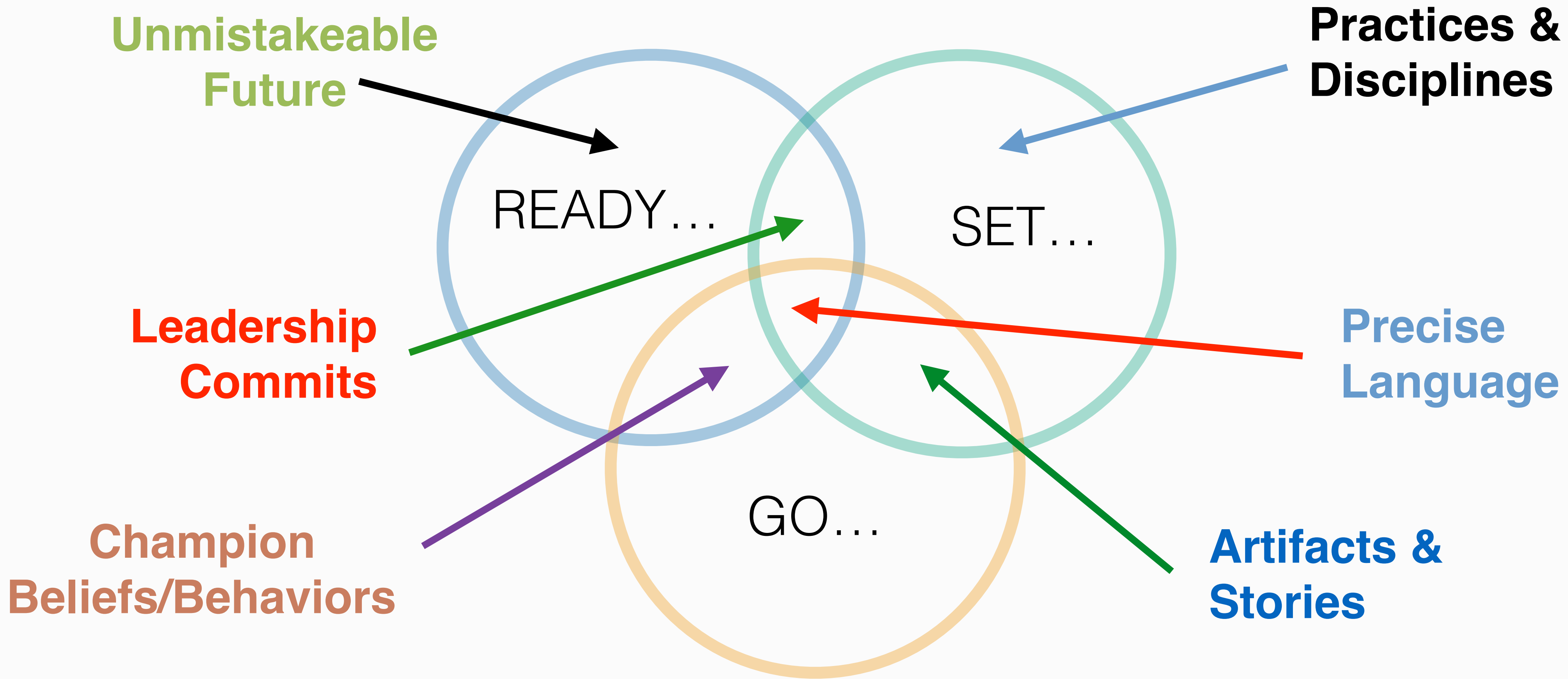
*The seven important characteristics of a company culture*



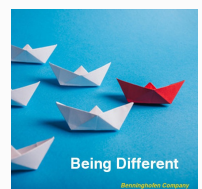


# Shaping the Company Culture

*These three easy processes will make it happen for your company...*



*"Each of the Components are Measurable"*



# Changing something Requires Measuring

*Begin with where you are and then where you're headed...*



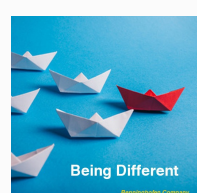
*(Note) Your measures can be a scale, a quantity, amount, or any value that makes sense to you and your company.*

Measuring requires driving two stakes in the ground:

1. Where you are today,
2. Where you are going.

Caution requires you to perform this task when undertaking changing anything.

Otherwise, you will have no idea what has actually occurred.



# Let's Explore the first process "Ready..."

*Here is what will occur in Ready...*

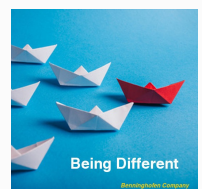
**Unmistakeable  
Future**

**READY...**

**Leadership  
Commits**

**Champion  
Beliefs/Behaviors**

*"Building Your Company Culture One Step at a Time"*





# The First step in Ready...

*What needs to be occur to get things moving in the right direction?*

## Commit

### Be Committed to Making it all Happen

To understand how successful companies have prospered, you must realize that those businesses have accomplished this feat because of the beliefs, practices and disciplines set in place and consistently pointed to each day. Over articulation is important.

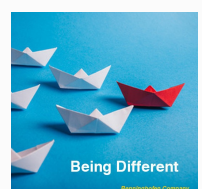
This means individually that each leadership team member and those special players chosen to be company champions, must firmly believe this is **possible**, **doable** and each person is able to **stand inside the ideas and act accordingly**.

This commitment must be real, soulful and relate to actual beliefs held by the champions.

## Define

### Your company's "Unmistakable Future"

The requires defining all about what your future looks like: these components should address all the pieces that would have everyone want to be part of the future. It will include: results for revenue and profit sharing, personal/professional growth, new products/services, the state of being, champion behaviors, contributions, community activities, rewards, incentives, etc.





# The Next step in Ready...

*This key activity will highlight important considerations for development*

**QBR**

## Quick Business Review

Take the Quick Business Review to answer 15 important questions leaders are not usually asked. You will be able to determine:

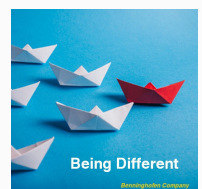
1. What is important to you
2. What is your current level of achievement
3. And where you would like to be 12 months from now
4. Then rank them in order from the most important (1) to the least (10)

This exercise should give you an understanding of what practices/disciplines could be present in your business/company - *these questions will be crucial inputs for step 2 (Set).*

**Define**

## Analyze Your Top 3 to 4 Scores

Determine of your top 3 to 4 scores guess what you could achieve if those came true and guess what would occur is you did not do anything. You may use \$, quantities, or others to calculate the impact. You may also consider the loss of customers, revenues, prospective business, employees, etc.



# The Last step in Ready...

*An absolute must to prepare your players*

Select &  
Train

## Champions will Influence and Guide stakeholders

This process requires a team of champions that will be influential and help guide the implementation and sustaining activities associated with your company culture.

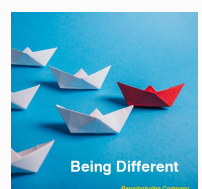
This means selecting people that possess *character, willingness and capabilities* to communicate with encouragement, all the components of your company's culture. These people will be driven to excellence and willing to continuously herald the beliefs defined, regardless of the conditions present inside the company today: perseverance is a primary quality.

They will receive comprehensive training on how to accomplish the major tasks...

Define

## The Qualities of Champions and What's Expected

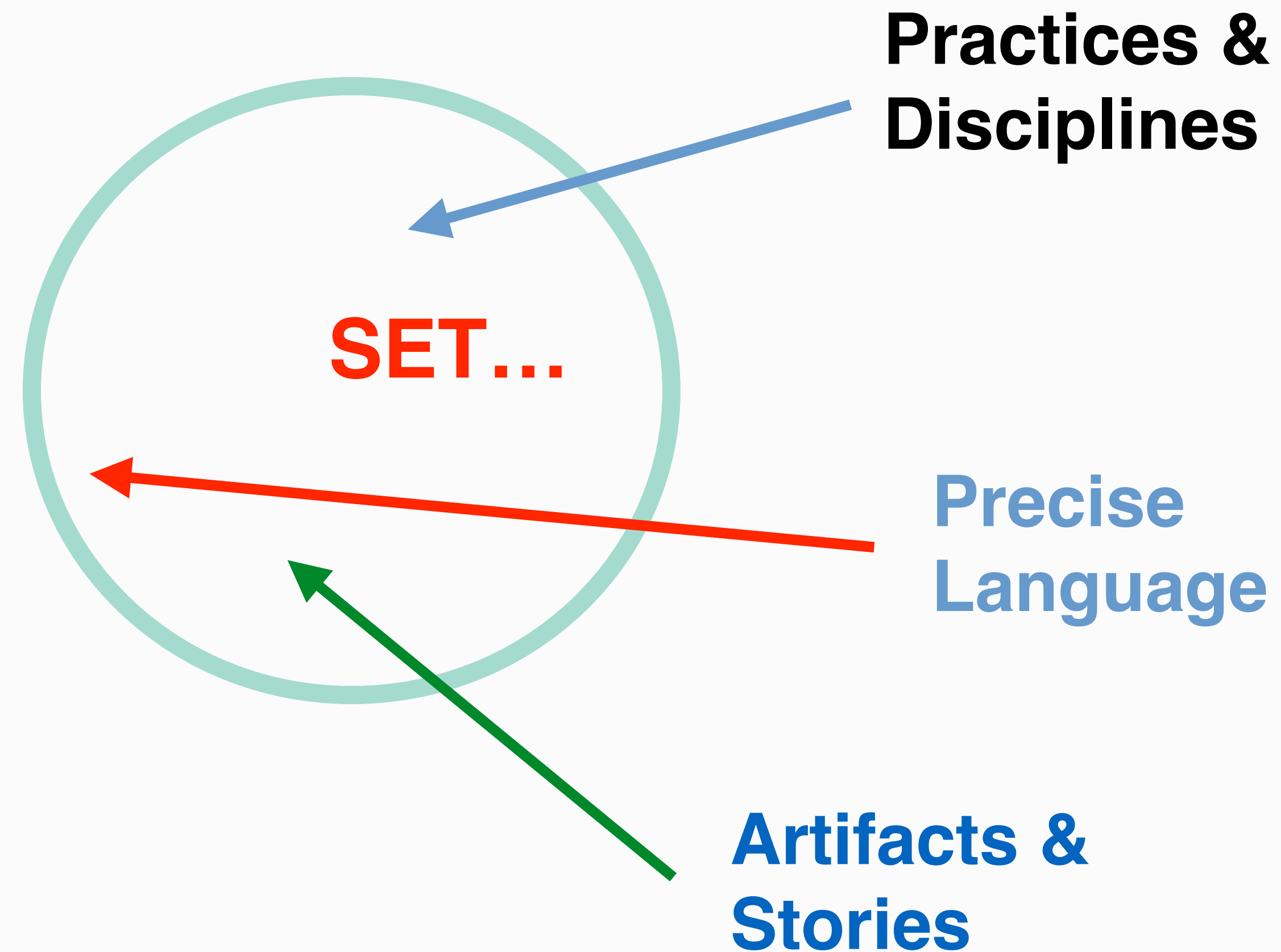
A set of top 10 qualities will be designed (e.g. principally as beliefs using the Beliefs & Choices Methodology BCM) and used to sustain motivation and inspiration of the champions. The What's and the associated expected results will become part of this definition...



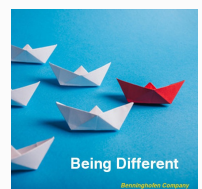


# Let's Explore the second process "Set..."

*Here is what will occur in Set...*



*"Building Your Company Culture One Step at a Time"*



# The First step in Set...

*What needs to occur to keep the momentum going*

**Create**

## On-Going Practices & Disciplines

Practices will be those things which are designed to manage and ensure activities are accomplished, while disciplines are those things which occur daily to make the practices effective.

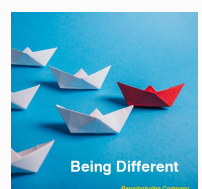
As an example, a weekly chore could be keeping your room neat and clean, while the discipline would be doing daily tasks (e.g. making your bed, cleaning your sink, putting the cap on the toothpaste., etc.) which ensures the practice is working and accomplished.

The [15 Important Questions Business Owners Don't Ask Themselves](#), which each player answered in the Ready... process, become the inputs for developing the practices and disciplines.

**Define**

## Your Measurement Criteria

Each of the practices and disciplines need to be consistently completed (e.g. a checklist is very effective). The measure could be a scale (i.e. 0 to 10) or some other characteristic which ensure high quality and excellence are present.





# The Second step in Set...

*This task is vitally important because it sets in place the language to use*

Create

## The Language For use in Practices & Disciplines

The language you chose to use in your pursuit of excellence should embody what excellence stands for: it means taking the high ground, not the low road. We suggest not only precision in your language, while positivity most often gets better results.

As an example, here is a short list of opposing positive vs. negative language:

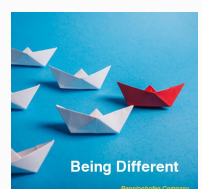
1. Challenge vs. Problem (challenge can be overcome where problem has blame attached).
2. Feedback vs. Mistake (feedback is either positive or neutral where mistake suggest harm).

We invite you to [read the link](#) for more examples.

Define

## Your Top Priority Nouns, Adverbs, Verbs

Determine your top 25 action or qualifying language for most given situations. They will be used to create emotion, action, encouragement, motivation and support for all the beliefs/behaviors creations inside the company culture.



# The Final step in Set...

*What needs to be discovered and documented*

Select

## The Artifacts and Stories to Support The Culture

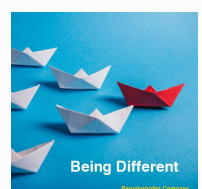
Artifacts represent those products or materials which have been created by your company and stand as testament to your brand. Stories are those heroic and both broad and deep examples of the dedication, perseverance, excellence and/or saving graces which stand as examples of what the company cherishes and articulates inside your business: your creations will hold-up for inspection to the world to show who you are.

This requires an inspection and discovery of what the business truly believes about itself and wishes to use to attract stakeholders and prospects to the company. It could include the history of the business, the founder's thinking behind its creation, chasing directions and what impact occurred, and other important occurrences that caused the business to come into existence.

Define

## A Set of Components for Public Consumption

A set of top reasons why the company exists, what it does, why it does what it does, and its journey to now and where it's going in the future.







# The First step in Go...

*This is the culmination of the prior two development activities...*

## Select & Prepare

### Select & Create Public Materials

This activity is a critical part of the shaping your company's culture because you select the characteristics you want to publish and herald inside and outside your company. We will focus our attention on the *inside materials first*.

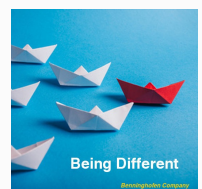
Here are the things which will occur in this first step of Go...:

1. Decide on the infographics & Imagery for all components (e.g. Unmistakable Future, Champion Beliefs/behaviors, Language, Stories, Artifacts, Measures, Practices, etc.)
2. Have the materials prepared in draft form and make selections with the best ideas
3. Gather all materials and determine what goes into them and how to put them together.
4. Create the plan of release and launch...

## Define

### Determine where to Publishable Your Materials

Where should the placards be placed inside the business, strategically throughout each department, the basics on the website, what your newsletter contains, flyers, etc. This probably will include give away's like mugs, t-shirts, sweat shirts, posters, etc. This marketing activity is very important...



# The Next step in Go...

*This activity is designed to create participation invitations and encouragement...*

## Design

### Design Encouragement Incentives & Ideas to promote

This activity will design the kinds of incentives and rewards to encourage participation and contribution inside the business.

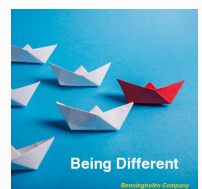
They could include:

1. Employee commitment signing of a master poster with the Unmistakable Future,
2. Employee individual photos and team photos contains their name and title for posting inside the business and of use in the next item,
3. Employee recognition awards and publishing to newspapers, newsletter, website, etc.
4. Employee writing of their specific experiences in the company and what it means to them to work at RTI

## Define

### Gather Employees Ideas & Suggestions

Define other ways to recognize people for real impacts to the business: savings realized, process improved, safety examples, extraordinary levels of efforts, customer service examples, sales closures for new business, etc.





# The Final step in Go...

*This activity will officially launch and release your company culture...*

Design

## Publish Materials: Perform Kick-offs & Group Huddles

We suggest the launch and release occur inside first, then once acceptance and appreciation has been gained internally, then release your materials to the rest of the world.

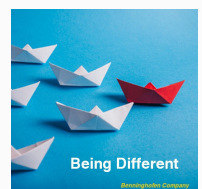
Official Kick-off Meetings and Group Huddles:

1. Hold a kick-off meeting with all champion players presenting in a one-hour session
2. Use the publishable materials in the kick-off and have posted by the end of the day
3. Hold group huddles where Q & A sessions will expand the ideas presented in the kick-off meeting
4. Encourage employee feedback & questions along the way...

Define

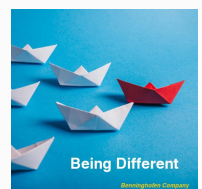
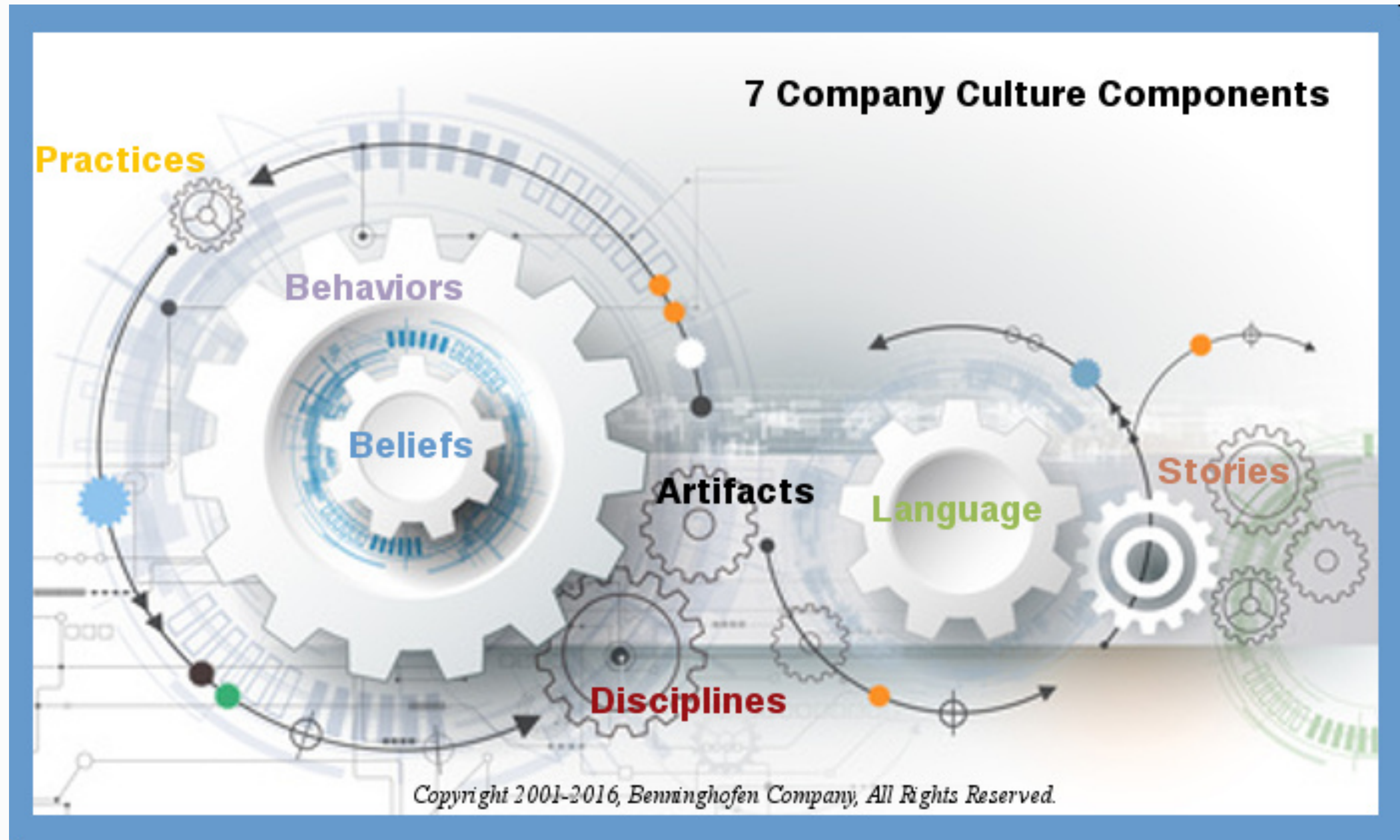
## The measures to determine the effectiveness of the kick-off

Prepare paper based surveys to hand-out at the end of the kick-off and group huddles for employee anonymous feedback. Results to be reviewed by the team for revisions and improvements.



# Review Company Culture Components

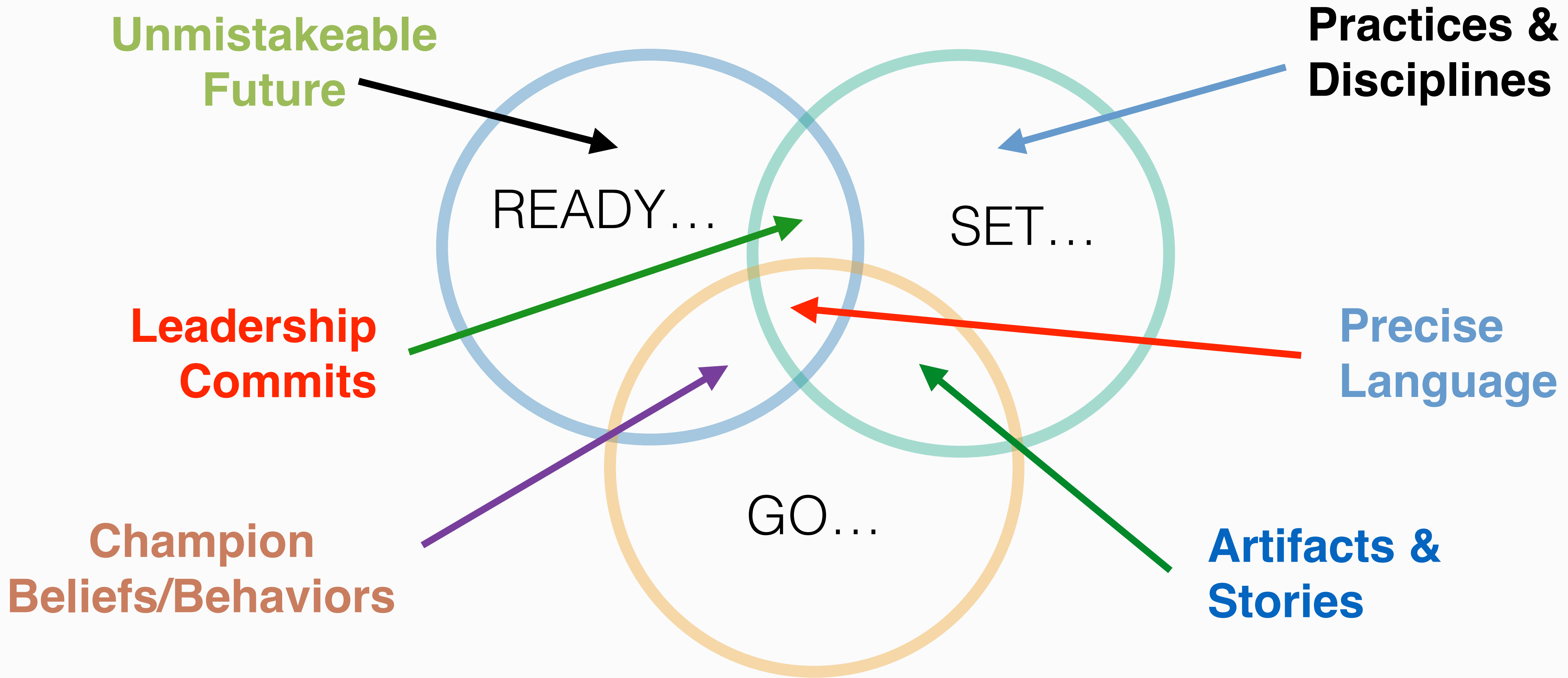
*The seven important characteristics of a company culture*



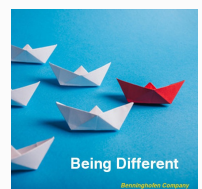


# Review Shaping the Company Culture

*These three easy processes will make it happen for your company...*



*"Each of the Components are Measurable"*

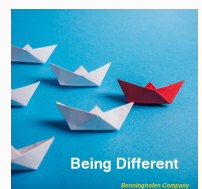
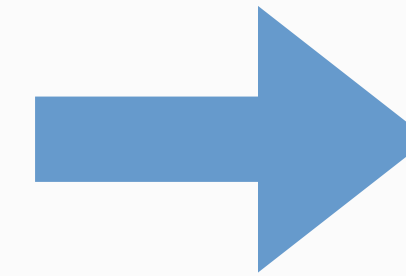




# Culture is a way to be Truly Different

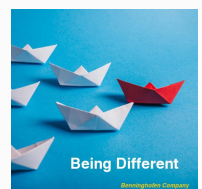
*In a purposeful and character-based way*

1. Living your business life in an On-Purpose manner, such that you are acting with beliefs and behaviors that match your Company Culture each day makes you a **cause** for excellence and being different.
2. You can **articulate your company's culture** easily while you demonstrate what it means to you, by acting inside those beliefs and behaviors, you become a champion for your business.
3. You **share yourself with others** by uniquely being who you are - people will notice that you are the **red boat**...



# Contact Us

*And we will help you get going, click on the icon below...*







Thanks for Watching

Shaping Your Company's Culture

1900-1710-10