



APPLICATION GUIDE – APRIL 2017

“Creating a Culture of Continual Improvement, Part 2”

BOTTOM LINE:

Improvement can be a catalyst for creating momentum.

KEY TAKEAWAYS:

- The essential ingredients to momentum are *new*, *improved*, and *improving*. Continual improvement is essential to sustained momentum.
- The six steps for creating organizational culture as they apply to the idea of continual improvement are as follows:
 - **Name It** – Define and label the culture.
 - Example: We want a culture of continual improvement.
 - **Brand It** – Create a memorable, conversational slogan or mantra for your culture that represents continual improvement.
 - Example: Make it better.
 - **Wear It** – Be seen doing it. Culture is shaped primarily by how leaders behave, not believe. Work to make your department or organization better.
 - Example: Perform a 360 evaluation.
 - **Teach It** – Intentionally and consistently teach the importance of continual improvement in your organization.
 - Example: Identify what it will require from the organization and what is at stake if there is not improvement.
 - **Institutionalize It** – Create organizational habits around how you want to characterize the culture by orchestrating and evaluating everything.
 - Examples: Perform new staff evaluations, event evaluations, etc.
 - **Recognize It** – When you see something that exemplifies the culture you are trying to create, recognize it.
 - Example: In addition to thanking people, include details about what they did to improve.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. What area of your organization feels tired? Where are you manufacturing energy? When was the last time you evaluated those areas of your organization?
2. What things are *other* organizations doing that you could incorporate to help *your* organization improve?