



APPLICATION GUIDE - AUGUST 2018

Accelerating Culture - Part 1

BOTTOM LINE:

Accelerating culture begins with a clearly defined purpose statement.

KEY TAKEAWAYS:

1. Culture is purpose, and purpose is culture.

- a. Each organization is unique and will have a unique culture. Culture infiltrates every area of your organization.
- b. Companies benefit from taking the time to craft a statement about their *why*.
- c. A strong purpose statement evolves over time and marries the company's culture with the company's *why* statement.

2. Culture builds on a purpose statement that sticks.

- a. Purpose statements are nothing more than words on a page unless they are implemented.
- b. Purpose statements should be easy to articulate.
- c. Purpose statements that are concise, memorable, and meaningful will get implemented.
- d. A strong purpose statement will stick for a long time. It will stay relevant and will be carried out by the company's leaders and teammates.

3. Culture is “caught,” not “taught.”

- a. Modeling culture is the most effective way of accelerating culture in an organization.
- b. When leaders and teammates model culture, this has a far greater impact than teaching or telling about culture.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. Evaluate your organization today. How is the culture aligned with your purpose statement? Have you defined your organization's *why* statement?
2. Is your company's purpose statement concise, memorable, and meaningful? How could it be modified to make it stick?
3. In what ways has your organization “caught” (rather than “taught”) culture? How can you improve in this area?