



APPLICATION GUIDE - SEPTEMBER 2018

Accelerating Culture - Part 2

BOTTOM LINE:

Culture should be built the way a brand is built.

KEY TAKEAWAYS:

1. **Culture is based on relationships.**

- a. Relationships are the glue that holds culture together.
- b. One way to develop relationships and build culture is through mentoring programs.
- c. Modeling and teaching the value of open and honest relationships is one of the most important things employees can bring to team culture.

2. **Culture is a reflection of the actions of the leaders.**

- a. Mentoring programs allow teammates to spend time with leaders reading the same books, speaking the same language, etc. This in turn builds culture.
- b. Mentoring programs provide an opportunity to see how culture is lived out in one another's lives. This context is crucial if we are to live the content of culture.

3. **Culture is motivated by vision.**

- a. **Purpose** answers the “why” question, **values** tell us “how” question and **mission statements** speak to the “what.”
- b. Real motivation for culture, however, is found in the **vision**.
- c. Vision addresses to the future of the company and can be personally and professionally inspiring to teammates.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. Do you agree that corporate culture is built on relationships? Why or why not? How does that play out in your organization?
2. Does your organization provide any type of mentoring program for employees? If so, in what ways does this enhance your organization's culture? If not, can you see a way that could be added to reinforce your corporate culture?

RESOURCE MENTIONED:

Radical Mentoring by Reggie Campbell