

Application Guide

THE 5 LIES OF CORPORATE CULTURE, PART 2



BOTTOM LINE:

Corporate culture connects an organization's values with its daily activities. Healthy organizations don't just have values, they find ways to live them out.

KEY TAKEAWAYS:

Ginger Hardage, former Senior Vice President of Culture and Communications at Southwest Airlines, shares five misconceptions that stand in the way of healthy corporate cultures.

I. Lie #1: Culture is fluffy.

Focus on your return on culture similar to your return on investment by connecting the dots between culture initiatives with business initiatives.

II. Lie #2: Culture is someone else's job.

In most healthy organizations, culture is everyone's job, especially its leaders.

III. Lie #3: Our values are on the wall.

- A. Evaluate (and reevaluate) how your values influence every touch-point in your organization (pre-hiring, hiring, onboarding, training, etc.).
- B. "Hire tough to manage easy." Increase retention rates by taking the time to hire employees that complement your corporate values.
- C. Get specific about how your values translate into behavior.

IV. Lie #4: If I empower my employees, I might lose control.

Losing some level of control is worth the benefits: increased employee and customer satisfaction, creativity, and retention rates.

V. Lie #5: We can't afford culture.

- A. Cost-effective ways to boost healthy cultures:
 - 1. Decide to put storytelling front and center.
 - a. When employees put corporate values into action, celebrate them publicly and prominently.
 - 2. Be inclusive in decision-making.
 - a. Invite employees who are closest to the work into decision-making processes.

Application Guide

THE 5 LIES OF CORPORATE CULTURE, PART 2



QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. How well do your corporate values translate into specific behaviors? Are your values simply “on the wall” or are they felt at every level of the organization?
2. Is there a department or division of your organization that has plateaued? Who could you empower to help innovate?
3. In your organization, who exemplifies your corporate values? How can you promote their story (email, meetings, marketing materials, etc.)?

RESOURCES MENTIONED:

Learn more about Ginger Hardage's Unstoppable Culture Fellowship at unstoppableculturesfellowship.com.