

Application Guide

THE 5 LIES OF CORPORATE CULTURE, PART 1



BOTTOM LINE:

Creating and maintaining corporate culture can sometimes feel intangible or insignificant, but healthy organizational culture doesn't just boost team morale, it can drive bottom-line results.

KEY TAKEAWAYS:

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

I. Lie #1: Culture is fluffy.

- A. Focus on your return on culture — you would your return on investment — by connecting the dots between culture initiatives (e.g. a policy change to increase customer satisfaction) with business initiatives (e.g. increased employee retention).
- B. Encourage new leaders to set their expectations early and model the values they want others to follow.
- C. Evaluate the effectiveness of your communication tactics with those you lead.

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

- A. In most healthy organizations, culture is everyone's job, especially its leaders.
 - 1. Add cultural expectations to job descriptions.
 - 2. Engage new hires to pinpoint potential blind spots in your culture.
 - 3. Get creative in finding ways leaders can stay visible to those they lead.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

- 1. How would you rate the culture in your organization? Is it healthy, neutral, or unhealthy?
- 2. Do the leaders and employees in your organization feel empowered within their respective areas? Why or why not?
- 3. Consider your communication tactics with those you lead. What's working? What needs to be re-evaluated to offer more transparency?
- 4. How connected (or disconnected) are the leaders of your organization to the people they lead? What changes could be made to increase visibility?
- 5. What is something you could do for one employee or department that you wish you could do for everyone? How would your corporate culture benefit if more employees approached situations this way?

RESOURCES MENTIONED:

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