THE ANDYSTANLEY LEADERSHIP PODCAST

FROM THE VAULT: The Five Lies of Corporate Culture

LIE #1: Culture Is Fluffy

A strong culture directly influences measurable results like retention and customer satisfaction.

Culture can drive your bottom line and improve your business results by focusing on the employees who are going to take care of the customers.

TIP: Tie culture to profitability and customer preference.

LIE #2: Culture Is Someone Else's Job

Culture is everyone's responsibility, especially leaders who set the tone.

Leaders should model desired behaviors and reinforce culture through visibility and communication.

TIP: Add cultural expectations to job descriptions and engage new hires to pinpoint potential blind spots in your culture.

LIE #3: Our Values Are on the Wall

Values must translate into behaviors and be consistently reinforced.

It's important to hire employees who complement your corporate values.

TIP: Evaluate how your values influence every touchpoint in your organization.

LIE #4: If I Empower My Employees, I Might Lose Control

Empowerment, within a framework, increases employee satisfaction and customer experience.

TIP: Empower employees to act within a defined framework to foster creativity and ownership.

LIE #5: We Can't Afford Culture

Culture doesn't have to be expensive. Simple actions like storytelling, inclusive decision-making, and volunteer opportunities can foster engagement and ownership.

TIP: When employees put corporate values into action, celebrate them publicly and prominently.