

7 Ways to Improve Your Culture

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1 Hour Course

Description:

What is a positive culture and why is it so important to your business? When leaders are committed to making a positive culture and realize how it affects their bottom line, the business will succeed BECAUSE of the employees. This course will give you some tips to start improving yours.

Learning Objectives:

- Explore concepts from Daniel Coyle book “The Culture Code” and the successful groups he studied.
- Three commonalities for successful cultures: Build Safety, Share Vulnerability, and Create Purpose
- Explore seven ways we can start to improve the culture in our offices starting tomorrow

Overview:

- ▶ Explore the concepts from Daniel Coyle’s “The Culture Code” (5 min)
 - Interviewed several different successful groups
 - navy seals
 - companies
 - basketball teams
 - movie production companies
 - Found 3 commonalities for successful cultures:
 - Build Safety
 - Share Vulnerability
 - Create Purpose

Tangible ways we can improve culture in our practices:

**Need to be done on a consistent basis with sincerity

- ▶ 1. Have a Mission Statement (5 min)
 - Speaks to purpose
 - Discuss various mission statements

- ▶ 2. Be an Example (5 min)
 - Builds safety

- Culture starts with the leader
- Story of Ray Kroc
 - started McDonalds
 - he led by example

- ▶ **3. Write Thank You notes (5 min)**
 - Builds safety
 - People like to be recognized
 - Must be sincere
 - Must be consistent

- ▶ **4. Say “I’m sorry” or “I don’t know.” (5 min)**
 - Shares Vulnerability
 - Being vulnerable with your staff
 - inspires trust
 - Being an authentic leader
 - builds trust

- ▶ **5. Ask for feedback or “How can I make your life easier?” (5 min)**
 - Shares vulnerability
 - This can be one of the single most important questions for your staff
 - Shows you care
 - Shows that we’re all working for the greater good of the business and each other

- ▶ **6. Hold all Staff Meetings – Shares purpose (5 min)**
 - There can never be too much communication
 - Gives an opportunity to reshare mission and purpose on a regular basis
 - Allows time for all members to hear thoughts on topic at the same time
 - Allows an opportunity for feedback from staff

- ▶ **7. Set goals and track progress- Promotes purpose (5 min)**
 - Track key performance indicators
 - Involve staff in collecting data
 - You cannot change that which you do not measure
 - Clear team goals create
 - unified team
 - unified culture

- ▶ **Bonus: Celebrate and Celebrate with Love (5 min)**
 - Have fun

- Laugh
- Show you care about your team
- If we take care of our team, they will take care of the business
- A positive culture starts at the top with leadership.
 - When leaders
 - are committed to making a positive culture
 - realize how it affects their bottom line
 - they find out...the business will succeed BECAUSE of the employees

▶ Questions and Discussion **(5 min)**