Cultivating a Business Culture

A business culture is those self-sustaining behaviors that guide how things get done. Culture encompasses the businesses' set of intangible beliefs, values, or assumptions that generally are not questioned day to day, **but profoundly affect how the people inside the organization think, behave and react.** The external environment, especially a businesses' industry, can deeply influence the culture and since it is impossible to change that context, it is important to understand and leverage internal levers that can modify the businesses' individual culture to align with the owner's vision. The most important role for the owner/leaders is to clearly define what culture they want. Once that is accomplished, the questions below will help determine areas of strengths and gaps that can help evolve the culture in the desired direction.

Purpose	YES	NO
The mission/ vision and values of the business are defined.		
The key goals/objectives of the business are defined.		
The mission/vison is communicated in a variety of ways.		
The leaders in the business ensure that the core values are communicated and regularly demonstrated in their interactions with customers and team members. .		
Each team member has a clear understanding of what a great performance **in their job role** would entail.		
You, as the owner, walk the talk regularly and consistently.		
Company Performance/Priorities		
The priorities of the organization are clear and regularly communicated.		
The businesses goals and plans are updated regularly and reviewed the team.		
The current overall performance of the business is tracked and communicated?		
There are established KPI's for each area of the business.		
The customer is consistently promoted as the businesses #1 priority		
All team members understands the customer service standards for their area		
Future plans for the business are shared with the team.		
People		
You promote a supportive and no-threatening management style.		
Management provides training and support for their team members on a regular basis.		
Once trained, you allow your team members...especially the managers...the appropriate amount of autonomy in their job position.		
Management is fair and consistent in how they recognize and correct their team members.		
Employees have confidence and trust in the management team.		
Team members are regularly consulted for input about decisions affecting their job.		
You have a clear understanding why people leave the company.		
There is a good relationship between departments and the team members of each department understand how to support each other.		
Regular staff meetings are held and all team members are encouraged to have a voice in the meetings.		

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Performance/Talent Development		
You have a job description for all employees that clearly define their role and what good performance looks like.		
There is a consistent performance review process in place that all managers follow.		
Team members are regularly recognized for behaviors and actions that support the culture		
As the owner of the business, you regularly recognize employees for their efforts.		
There is a clear career advancement opportunity for any team member that wants to move up.		
There is a reward and recognition program in place that is consistently managed across the business.		
There are regular opportunities for team members to celebrate successes.		
Systems Planning		
There is a company handbook that provides clear definitions of the company's policies and procedures.		
Management consistently supports and manages the policies and procedures.in the handbook		
There is a defined hiring and recruiting process in place		
There is a consistent on-boarding process that all new team members go through when first hired		
Each department have defined and documented processes for all team members to follow		