

Culture Journey Drives Performance

Your Aspirational Culture

- Why does culture matter to you?
- What do you hope a robust culture will deliver?
- Culture means many things to many people
- At *Culture Leaders*, culture = performance climate
- Culture model predicts performance:
 - Innovation, growth and market share
 - Customer satisfaction
 - Quality and employee engagement
 - Financial performance
- What's your business case for culture evolution?
 - Why?
 - Success Metrics?
- Current vs. aspirational culture – “confront the brutal facts”

Building a Plan

- Define your Culture Journey success/performance metrics
- Ready your leaders to drive culture evolution
- Structure an action-learning approach that drives broad engagement
- Charter a cross-functional sponsor team
- Thoughtfully design inclusive culture assessment
- Assess culture, and share findings broadly
- Define additional means of understanding root causes (and consequences) of existing culture
- Invite all employees to embark on Culture Journey
- Engage target % of employees in Culture Journey teams

Embarking on Culture Journey

- Convene and charter Culture Journey teams
- Identify areas of misalignment with aspirational culture
- Present alignment findings to sponsors, recommend projects, share resource requirements
- Craft proposed projects for 6-month Culture Journey, define outcome metrics
- Link projects to specific sponsors, with monthly updates
- Establish Culture Journey cadence
- Cultivate culture leadership skills
- Engage all employees in Journey, again

Evaluating Outcomes

- Project wrap-up
 - Summarize project efforts
 - Document intent and activities
 - Present projects to sponsors
 - Share methodology and goals
 - Evaluate outcomes against metrics
 - Document and highlight performance improvements
 - Recommendations: Identify gaps and shortfalls that warrant future attention and action
- Present project outcomes to all associates
- (Optional, but recommended) Reassess culture