

Empowering Culture



Culture is made up of both tangible and intangible things – our working environment, behaviours, rituals, routines, beliefs, and attitudes. While we may think culture is something that ‘just happens’ and is unchangeable, we can actually create or ‘renovate’ culture with **intention**. It’s sometimes necessary that we do this – so we can transform a culture for the better. The process for this can be broken down and explored in three parts: *identifying values, assigning behaviours and designing strategies*.



When you set expectations around behaviours and put practical strategies in place, you bring your values to life. By doing this, you can be sure that your culture forms in a way that is consistent with the business’s purpose and what it believes in.

THE THREE STEPS IN ACTION

Let’s take a look at how this process applies in practice. In this example, the culture we’re trying to create is one that focuses on collaboration.

- 1 **To define the values at the heart of this culture, ask yourself: what does collaboration look like? What values does the team already have, and what’s missing?** *For example: You may decide the team already values hard work, responsibility and consistency. You may decide that respect for others needs more emphasis.*
- 2 **To find the behaviours that exemplify these values, ask yourself: what actions does someone need to show to demonstrate these values? What actions should they avoid?** *For example: Respect can be shown by listening attentively, by showing up on time to meetings, and by being more present in the company of others. Behaviours to avoid would be texting under the table and ‘checking out’ during meetings.*
- 3 **To develop practical strategies to encourage desired behaviours, ask yourself: what’s an achievable goal for myself or my team? What strategies are viable, according to the time and resources we have available?** *For example: One-to-one coaching may be effective if just a few team members need to work on their behaviour. Otherwise, if the problem is broader, the whole team could attend a session on what ‘respect for other’s looks like.*

REFLECTION

What are three values that drive your culture?

- 1
- 2
- 3

What are three behaviours that exemplify these values?

- 1
- 2
- 3

What strategies can you implement to encourage this behaviour?

- 1
- 2
- 3