

Does your culture support SUCCESS?

SHARED THOUGHTS FOR TURNING VISION INTO ACTION

As a leader, are you providing good Cultureship? Cultureship is deliberate molding of all your business's relationships toward your organization's goals for both better results and better lives.

Culture is the sum of the beliefs, behaviors and processes used throughout an organization that define who the organization is and what it will become. One of the most important things leaders do is establish the tone of an organization's culture, yet many leaders overlook this critical aspect of their role. Why? Because they don't realize the impact culture can have.

Good businesses often have cultures that are successful by accident.

These cultures have taken shape haphazardly without purposeful leadership emphasis. They aren't given much thought because they aren't causing any visible problems...yet. The problem is that this type of culture lacks focus and direction. As a result, it isn't helping the business reach its full potential.

Great businesses have cultures that are well-defined and embraced wholeheartedly by leaders and employees alike. Through cultureship, the workplace becomes a community in which successes are celebrated, insights are shared, and where pride of belonging is evident. Everyone in the organization is aligned in support of the same values and goals.

At Applied Vision Works, we've seen cultureship take organizations of all

shapes and sizes from "pretty good" to "we've achieved more than we ever thought possible." By creating a great place to work, the leaders of these organizations also ignited greater passion for results and accountability among employees.

What characterizes a great place to work? The essential ingredients are trust between employee and employer (built on the principles of credibility, respect and fairness), the pride employees take in their jobs, and camaraderie between employees. To establish credibility, managers involve employees in two-way communication related to their role in achieving the organization's vision and follow words with action. Respect means more than appreciating good work; it also means providing employees the resources they need to do their jobs effectively. The last element of trust (fairness) involves creating a workplace in which all contributions are valued and economic success is shared equitably.

Great places to work are built through cultureship. To help leaders understand cultureship and identify opportunities for improvement within their organizations, we've identified 15 culture principles that effective leaders follow. From fundamentals such as developing a culture map and cascading culture throughout an organization to essential practices like incorporating culture into strategic planning and the hiring process, AWW helps organizations understand and overcome obstacles to greater success.

Our Cultureship Program gives process and structure to building a thriving culture. Give us a call or contact us on our website for more information.



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AWW helps leaders and teams with heart experience better quality of life, build stronger organizations, and achieve greater results. Our clients run organizations ranging from \$10 million to \$5 billion in gross revenue. We are guides who partner with our clients for the long term to create better lives and achieve better results.