



Building a Better Workplace

Creating & Maintaining a Vibrant Culture

Presented by:



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Today's Presenter:



Jackie Swiesz has over two decades of human resource experience in both the private and non-profit sectors. In her HR role, she has served as a key management person and partnered with business owners, boards of directors, and supervisors to provide leadership and collaboration from strategic planning to daily operations. She is experienced in a full range of HR functions and is well acquainted with the diversity of small businesses in our area.

As an HR Business Partner, Jackie assists AE members by responding to hotline calls; conducting HR Needs Assessments; reviewing, developing and implementing Employee Handbooks; performing on-site HR services through AE's HR Partnering program; assisting members with third-party investigations; conducting training; assisting members with recruiting and developing wage and compensation structures.

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The Culture Factor


***As someone once said,
culture eats strategy for breakfast.***

In a recent combination of ground-breaking work by leading scholars, four generally accepted attributes were identified:

Culture is...

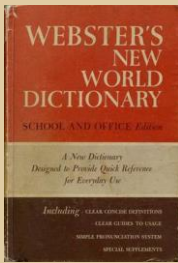
- Shared
- Pervasive
- Enduring
- Implicit

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Culture Defined

- the beliefs, customs, arts, etc., of a particular society, group, place, or time.
- a particular society that has its own beliefs, ways of life, art, etc.
- a way of thinking, behaving, or working that exists in a place or organization (such as a business)

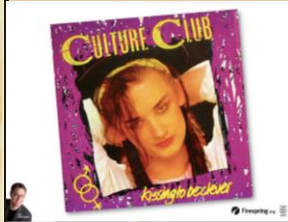


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Who Defines Your Organization's Culture?

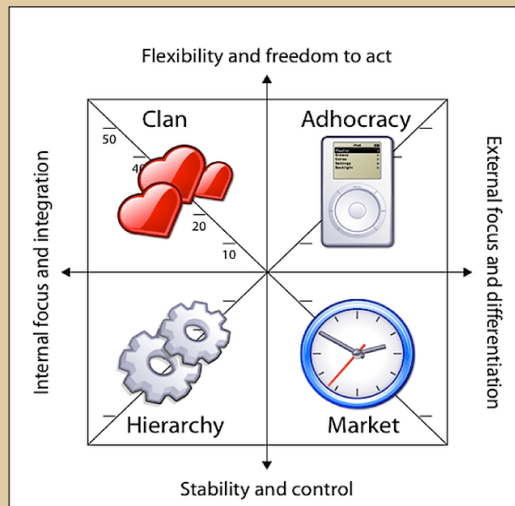
- Leadership
- HR
- Employees



**Who do you want to define your organization's culture?*

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Types of Organizational Culture



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Another Way to Describe It: 5 Types of Company Culture

1. Team First (Comrade)
2. Elite (The Athlete)
3. Horizontal (The Free Spirit)
4. Conventional (Traditionalist)
5. Progressive (The Nomad)

Which one describes your company?

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Cultivating Great Company Culture...

Is built upon these 5 pillars:

1. Be intentional,
2. Be transparent,
3. Give employees a purpose beyond profit,
4. Champion equality for all, and
5. Focus on wellbeing.



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Why should anyone work here?

Building **DREAMS**—the **six key attributes** that enable organizations to do this:

- **Difference**—let people be themselves
- **Radical honesty**—communicate what's really going on
- **Extra value**—magnify people's strengths
- **Authenticity**—stand for something real
- **Meaning**—create satisfying work
- **Simple Rules**—reduce the clutter and make things clear

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What *Isn't* Organizational Culture



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9 Keys to Driving Cultural Change

1. Clearly Define It
2. Overcommunicate
3. Leadership Example
4. Relentless Follow-up
5. Align Conditions with Culture
6. Share the Good and the Bad
7. Involve the Individual
8. Accountability
9. Patience and Persistence

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Creating Your Organization's Culture

1. Agreement on the Culture You're Creating
 - What behaviors are you looking for?
 - Behaviors to support
 - Behaviors to change
 - What beliefs/values hinder those behaviors?
 - What beliefs/values promote and reinforce those behaviors?

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Creating Your Organization's Culture

2. Define Your Values – What's Really Important

- Dreaming Big vs. Feasibility
- Group Together Related Values

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Creating Your Organization's Culture

3. What Do Those Values Look Like Day-To-Day?

- Patterns of accepted behaviors
- Clear
- Visible

A culture of appreciation draws people into a flow of sustained excellence.

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Creating Your Organization's Culture

4. How Can We Get Started – And See Results?

- What changes will make the biggest impact?
- 21 to 28 days for behaviors to become habits
- Easy – Rewarding – Normal
- Recognize the Positive

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Maintaining Your Organization's Culture

5. Include the whole organization

- Everyone is held to the same standards.
- Be the example of what you expect
- Walk the Walk - It's not just in the talk – it's in the actions.
- Recognize the Effort - Reward Behaviors
- Connect behaviors with results

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**Question & Answer Session
Now Open!**



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Thank You!