

Topic: Is Your Organization a Culture Magnet?

Executive Leadership Track

Tuesday, March 28th - 4 to 5:30pm

Summary

Culture is what attracts talented people to our organizations. A healthy culture is the most important indicator of a healthy organization... regardless of how effective the mission! How we communicate, how we work, and the decisions we make are all signals of organizational culture. Are you a culture magnet, or are you pushing people away?

Why Culture?

Five Essentials to Becoming a Culture Magnet

- Capturing (& Keeping)
- Clarity
- Community
- Cultivation
- Consistency

Capturing (& Keeping): attracting and retaining talent

Q: Would you work for you?

- Spirit of awareness
- Have a hard look at your 'front door'
- Values: do your words match your actions
- Develop and deepen your bench
- Culture Ambassador: duplicating culture bearers

Clarity: the spirit of transparency

Q: What words describe the current spirit of transparency across your organization?

- Mitigate the noise
- Communicate even when there is nothing to communicate
- Asking the right questions
- Big information: formal versus informal teams

Community: the people you do life with (for our purposes...your work peeps)

Q: What is your current work set-up and what are some ways you've experienced community?

- Cadence - how we do our work
- Presence & proximity - where we show up in our work
- Sub-cultures within the larger organizational culture

- Organic community popping up in your larger cultural ecosystem

Cultivating: relentless pursuit for growth

Q: Do you know your superpowers?

- Do you know others superpowers? Are superpowers being exhibited across your organization?
- When you feel invested IN individually, you'll be more likely to invest in your organization.
- Cultivating might look like...

Consistency - doing something enough that it sticks

Q: What is something that you or your organization consistently does that builds up your culture?

- Do what you say you are going to do
- Beware of the 'flavor of the week'
- Lack of consistency erodes trust and credibility

Start With What You Have

- Approach this with a spirit of curiosity, honesty humility
- Start small - culture doesn't change overnight
- Start with what you already have, but START
- Be resourceful - seek out your culture ambassadors

Move the Needle Towards Change

- Take it a step further (+/-) and prioritize, integrate into your strategic plan
- Do your research! Know when & where to ask for help

Hiring to Enhance Your Culture: Interviewing for cultural alignment

- How they show up
- Authenticity
- Storytelling
- Values