

# LESSON 2: CREATING A CULTURE OF CHAMPIONS

## LEAD YOUR IDEAL CULTURE

### Step 1: Teach Your Ideal Culture

Schedule time to lead your team on the desired culture, and communicate what's expected (during weekly staff meeting, as well as one-on-one meetings where necessary). Do this by painting a picture of an irresistible culture that the whole team would want to support.

*Note: only do this step after you have completed the Define Your Ideal Culture worksheet.*

### Step 2: Enforce Your Ideal Culture

When there is bad culture, attack it! Here are common bad actions and attitudes you may need to attack to enforce your ideal culture:

- **If somebody continuously shows up late**
- **If a team member or leader is mistreating another team member or client**
- **If leadership exhibits bad habits...like anger, acting as an island on the team**
- **If leaders or team members refuse to do tasks**
- **If team members or leaders maintain an openly poor attitude**

### Step 3: Reward and Recognize Your Ideal Culture

Choose a time to weekly recognize and reward the team on good culture, actions, and attitudes. Here is a list (not exhaustive) of common great actions and attitudes to reward and recognize on your team:

- **Serving clients well**
- **Doing excellent work**
- **Communicating well with team members**
- **Leaning in other's direction while communicating**
- **Supporting other team members**
- **Team members coming prepared for meetings**
- **Working through conflict in a healthy way**
- **Having a great, positive attitude**

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**Step 4:** Share this ideal culture, including actions and attitudes, with your team in team meetings, one on one meetings, or "teachable moments."

i.e. one team meeting you may share how "we" in "our" culture communicate with clients, treat team members and leaders, or handle conflict.

**Repeat teaching, enforcing, rewarding, and recognizing good culture until it becomes DNA in your business.**