

# LESSON 2: CREATING A CULTURE OF CHAMPIONS

## DEFINE YOUR IDEAL CULTURE

**Step 1:** Write out what you want your ideal culture to be.

*Here are some examples of our ideal culture at The Poimen Group:*

- *The client puts food on our table - take care of them*
- *Lean in the direction of the personality style you're communicating with*
- *Gossip is discouraged*
- *We don't play the blame game*
- *Solve problems*
- *Ask a freakin' question*
- *Realize everyone we work with has a Root System*
- *God put His kids' lives in our hands to help - honor that*
- *There is no task that is beneath you*
- *We work hard, and we find time to have fun*

**To define your ideal culture, define the desired actions and attitudes in your ideal culture in every area.** Use the following questions to gain clarity on desired actions and attitudes in your ideal culture, and get it on paper.

Potential areas to define actions and attitudes:

- **Clients:** *What do you want your clients to experience from your team members? What would you want clients to say in customer reviews?*
- **Team members:** *How do you want team members treating each other? What do you want your team members doing daily? What are musts when it comes to the attitudes of team members?*
- **Leadership:** *What does it look like for leadership to deal with problems? How does leadership make decisions? What is the attitude of leadership towards serving others?*
- **Work environment:** *How much time is spent building team morale? Is there gossip and blame-shifting? How do team members and leaders respond to failure or mistakes?*
- **Communication:** *How do team members communicate with one another? How do leaders communicate with one another and team members? How is conflict resolved? How are decisions made?*
- **Working:** *What do you want the quality of team member work to be?*
- **Recognition:** *How are wins treated?*