

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 (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 be a part of

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

Step 2: Protect Your Ideal Culture

When there is bad culture, attack it! Here are examples of how to attack bad culture, and protect your ideal culture:

- **If somebody continuously shows up late...**run them through your *expected warning process*. Make sure that YOU are not the problem as the leader, and that they understand expectations and choices and consequences. Lead, guide, and try to solve it. If they continue, then fire them.
- **If a team member or leader is mistreating another team member or client...**be proactive. Solve it right away with a a tough conversation, being very clear about how "we" as a business treat clients/team members and why. Guide them to taking responsibility and solving the issue moving forward.
- **If leadership exhibits bad habits...**like anger, or functioning like an island, address it. Help them to see how their actions are affecting others, the business, and guide them to taking responsibility. Discuss how to move forward and not repeat the behavior.
- **If leaders or team members refuse to do tasks...**that they consider "below them," confront that attitude through a conversation with the team member or leader. Guide them to seeing how their behavior does not fit in with the culture or set expectations.
- **If team members or leaders maintain an openly poor attitude...**you must address it. If it's been more than a few days, and their attitude is poisoning those around them, have a conversation with that team member. Discover if they are having an "off week" or something troubling is happening in their lives. Lead and guide them to see how their choices are impacting others, and the business. Guide them to personal responsibility and let them know what actions and attitudes are not acceptable if they wish to stay in the culture.

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Step 3: Reward and Recognize Your Ideal Culture

- Choose a time to weekly recognize and reward team on good culture, actions, and attitudes.

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,

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