

LESSON 2: CREATING A CULTURE OF CHAMPIONS

DEFINE YOUR IDEAL CULTURE

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

Example: 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*

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?*