

Today on the show, we are talking about tribes. No, not indigenous people groups, but the kind of tribes of team members who believe in your organization's purpose, follow the vision, and champion the cause, all of this and more on the Chris LoCurto show. Welcome to the Chris LoCurto show, where we discuss leadership and life, and discover that business is what you do, not who you are.

Welcome to the show folks today we're talking about tribes. Now, when we talk about tribes in the business world, we're really talking about a devoted following. So I want to press that analogy a bit further, and talk about creating a tribal culture in your business and your organization. So if you've listened to me for any amount of time, then you know that I brag on my team a lot. Yes, I know, I'm aware. I brag on my team a lot. Why is that? Well, because I have an amazing team. I have a great team that does amazing things, a team that I don't have to worry about when I'm not around, a team that, you know, kills it, gets things done makes decisions on their own. They understand the things that they need to do. They have responsibility, they make great decisions. They solve problems.

They do all that stuff with a tribe mentality. We have a tribe mentality in our office. And because of that, this enables me to be a higher level leader. What does that mean? That means that because I'm leading people to success, I'm helping them to become successful in their role, to feel a part of the mission and the purpose, to know what the actual vision is and where we're headed. I treat them with dignity that allows them to really take on the purpose of this business, the mission of this business. This really helps them to champion this cause that allows them to take ownership in our culture. So I'm going to give you the tools you need today to begin cultivating a tribal culture on your team. If you're an owner, whether it's your individual team or if it's the business, whatever it is, it's going to propel you to the next level as a leader. So we're going to talk about that, when we come back right after this:

Hey folks, here's the deal: every business has a culture, but are you leading yours intentionally, or settling for whatever comes in the door? If you're finally ready to create the company culture you've always wanted, then you're going to want to sign up for my free digital video series, "Creating a Culture of Champions". I will personally guide you for 10 days to get clarity on the culture you desire, and lead your team to embrace it. You can sign up at [chrislocurto.com/culturelesson](http://chrislocurto.com/culturelesson). Again, if you're ready to make a change, sign up for my free digital video series, "Creating a Culture of Champions", at [chrislocurto.com/culturelesson](http://chrislocurto.com/culturelesson).

Today on the podcast, we are talking about tribes, and why teams that adopt a tribal mentality are inherently more productive, more successful, have more fun getting the things done that they need to get done. Tribes follow their leaders willingly. They do it with a desire to follow a leader who is walking out their company's mission. This is crucial to their success, right? And thus to yours as well, as their leader, as your team's leader. So consider this as a thought that came from Rich Handler. "A team is a collection of people, all working for a common goal. A tribe is a collection of people who know, 1. Why they are together, 2. Are passionate about each other, 3. Bleed for a unified common cause, and 4. Trust each other implicitly. So folks, that is what a tribe looks like." Now, how many of you listening to me right now are going, "Yep. That's exactly what I want for my team."

That's exactly what I want for my business." Of course, you wouldn't be listening to this show if you didn't want a better team, if you didn't want people who were sold out for the very thing that you're doing. So let me ask you a tough question. This is one of my gut punches for you. Okay? Are you ready? Does this sound like your team? Does your team sound tribal? Here's the deal: a tribe is a group who has your back because you've got theirs, and everybody knows it. Folks. This is what we teach here. This is why we have KRA's. Why we spend so much time cultivating culture and teaching our teams. Your team is worth the investment. I promise you. It is, when you have a team that is tribal, you will be amazed at how much you accomplish.

And, crazy thing is, you'll be amazed at how much you accomplish with less. I have a phenomenal team that does a lot, and it's smaller than a team that would normally pull off the amount of stuff that we do, right? So, what's wrong with the traditional idea of a team? Well, nothing if they actually operate as a team, but what do we see nowadays in today's workplace? We see a lot of folks who are operating as individuals. We nowadays, for those of you that have been in business for a long time, we say a lot of entitlement mentality. You see people that are called a team, not actually operating as a team. You have a lot of people, "on your team". As I do my air quotes, I've had them as well, but they see themselves more as employees. There's a lot of businesses that we see coming into what we do, that instead of having a team, a unified team, moving in a unified direction, they have a lot of individuals that are working for a paycheck, right?

Working for the weekend will not help you win, guys. So if you have a team of folks that are ready for that paycheck, that they're showing up on Monday morning, with you know the, "Oh, darn it's Monday, thank God. It's Friday." If that's their mentality, then guess what? You don't actually have a team. You have a bunch of individuals. Tribes function more like families than groups of employees, right? So how do we take a team, a group of employees, who are just working for a j-o-b and turn them into an enthusiastic tribe on a mission, to make the world a better place, insert whatever your purpose is here. Right? So what is our mission? Our mission is worshipping God by loving people, and guiding individuals and organizations to create a greater perspective. I want people on fire for that mission. Anybody who's been here that's experienced any of the things that we do here, has experienced my team, I dare say you would agree.

You're probably Amen-ing right now, that I have a group of people that are sold out for that. I have a group of people that are moving in that direction. Folks. That's what you want. People who are sold out for what your particular purpose is. And that's what your mission is, right? You hear me talk about that all the time. Your mission is your purpose for existence. So if you aren't experiencing the things I'm talking about so far with your team, then you have to ask yourself the question, why not? But right after you ask that question, you have to understand, we can change that, we can fix that. We can help with that. So let's dive in: here are the five things that you will absolutely need to turn your team into a tribe. The first thing, number 1. A cause. Folks, tribes share a common cause, a common mission, a common purpose. And it's got to be clearly spelled out. Otherwise, if they don't know what your purpose is, then their purpose is the reason they keep showing up. That's the reason why they keep coming in, and most likely it's for a

paycheck, right? So here's what you have to understand. We judge everything that we do here by our mission statement. So let me kind of give you an idea of what this looks like. If you have somebody showing up every day and you have a great business, and you have great people, and you love what you do and you love your team, or maybe you're the owner and you love what your business produces, but you don't really know what the purpose is. Or if you don't have a clearly defined mission, what we see almost every single time as people come like Stratplan, and we ask the question, "Hey, what's the mission of the company?"

There is a low probability that the owner can actually spit out the mission statement, low probability. There's an incredibly low probability that anybody else on the leadership team can. What does that tell you? That tells you that if they can't say it, there's no possible way the rest of the team can, right? If it is not a purpose, if it is not a cause for you, if it is not something more important than what you're doing with that eight hours, if you can't be doing something else more important than that eight hours of that day, or 10 or 12, whatever you're working, then why are you there? Your team needs to know that showing up every single day, there's something bigger than themselves that they're accomplishing. "Oh, Chris, I hear you say this...-And this is me bringing back my one guy who always says,-...but all we do is pour concrete".

Okay, great. Where do you do it? You pour concrete in the same hole for 40 hours a week? No, of course not. What do you do? What do you do with that concrete? "Well, we make driveways. We make back patios." Okay, what do people do on those back patios when they're done? "I guess they have barbecues with their family and stuff." All right. Then that's something that is important. Folks are being able to go through their week, make their money, teach their children, raise their families, and enjoy time on that back patio, whether it's sunbathing, or grilling chicken, I don't care. Do you see that? What you're producing is actually helping people? You're not just pouring concrete. So here's what I want you to do, I want you to take a look at your business and ask yourself the question: Hey, do I know our mission by heart?

Do I know our purpose by heart? Do I agree with it? Is it the reason I show up every day? Is it the reason that the team members, my leadership team shows up everyday? Is that the reason that their teams show up every day? If the answer is probably not, we have our first problem, right? You have to create, if you're going to have a tribal mentality inside of your business, you must create a cause that everybody can get behind. So if it is, let's say we are the ones that are pouring concrete. Then my team needs to know what we're doing with that, how we're helping other people, how we're helping businesses, how we're helping families. We need to point those things out. We need to share testimonies. We need to build this cause for people to see the great thing about what we do here is we have tons of testimonies every week, pretty much every week.

I don't know if we actually have many weeks that we don't. Cause we have people coming in for Next Level Life, or Stratplan's, or our Mastermind programs, any of that stuff, we're helping people, and then we intentionally share those things in our staff meeting, we intentionally make sure that people get to hear how people's lives are being changed. We get emails and texts all the time from clients with amazing things that they're saying about our team, and what's happened in their lives. And then we share that with the team. Guess what? When you're sitting there and you realize that you were a part of that, that you did something that made that

happen. Even if you weren't directly involved, you might've done something. You might've done the marketing piece that got people in, you might've done something, you know, like creating the event, or I don't know, making the food or whatever.

When you hear how people get their lives changed, it changes the way you look at your job. It makes it where it's not a j-o-b because you have a cause. So take a look, take a hard look at your business. What is the cause that every single person in that business can get behind? Number 2. Culture. Guys, you know, we are, we're pounding this like crazy, because it is something that you have to make sure that you get done, and done well. Tribes have unifying and specific customs. Things that they experience on a regular basis. The way that you lead a staff meeting, the way that you teach people. We have a heavy teaching environment inside of our business. The way that we teach people, how to lead the internal client or the external client, how you serve people in the process, how you do things with excellence inside of your role.

All of these things, this is a drum that we beat on a consistent basis. Why? Because what is culture? Culture is actions and attitudes. So let me say that again. This is the Chris Locurto definition. So if you've got a different one, that's fine. But really when you take a look at a culture, what does it come down to? Comes down to the actions of the people and the attitudes of the people. So if you want people to be set apart, if you want people that you experience that aren't like every other corporation or every other business or every other place where people just have a j-o-b, then you have to create a culture that allows them and teaches them and rewards them for having the right actions and attitudes. When people treat people well, you need to show them, you need to model what treating people well looks like.

And you need to model that there isn't an internal client, not just an external client, right? They need to understand that, they need to understand that failure is not only okay, but it's inevitable. You know that I go against a lot of the mainstream thought leaders that are out there that are preaching this message that, you know, failure is not an option. That is ridiculous. That is a terrible thing to say. Why? Failure is inevitable. It's going to happen. It's what you do with it. Do you teach your team that if they're not failing, they're not doing anything? Right? I want my team taking risks. I want them doing stuff. I want them moving things around. With that, I have to understand, they're going to fail. They're going to screw something up. Something is not going to go right. I have a culture that teaches them how we handle failure.

What happened? How did it happen? Why did it happen? How do we fix it? How do we make sure it never happens again? Whenever I see one of my team members struggling with a fear of failure and yes, it still happens in our own business. Absolutely. Right. Because people don't like to fail. Right? They don't like to make mistakes. But I always ask them the same thing: "Hey, what's going to happen if you do? What if you do fail?" "Well, it's not going to be that big of a deal. I mean, it's not that it's not a fatal failure." "Okay. And then how am I going to handle it?" "Well, you're just going to walk us through how we solve things." "Great. And then what's going to happen after that?" "Nothing. We're going to move on." "Exactly."

I want people to know that they're not working for somebody who's going to rip their head off. None of my leaders are going to rip their heads off. Right? Instead we train people how to

overcome failure. That is a big, huge part of creating a unifying culture. If you want people that feel unified and feel like they can move in the same direction, then you got to get rid of the things that caused them to not be unified, like helping them to remove self protection or defensiveness, right? Because you can't be unified when people are trying to protect themselves because they're worried about failing, or they're worried about losing worth to you, or their immediate leader. So for us, we talk culture on a daily basis. We're always recognizing culture. We're always pointing out good culture, we're always pointing out bad culture. We're recognizing when people are doing a great job we're recognizing when people are not doing a great job.

So if that happens, if we see that somebody is going counter-cultural, we do something about it. So you have to make sure that you are creating the kind of culture that allows your team to not only be incredibly successful, but also unifies them, brings them together, points them in the right direction, and allows them to actually do their job with dignity, and feel like they are a part of a purpose that's bigger than themselves. If you set up the right culture, then I can promise you, and let me say that again. If you set up the right culture, which you need to do, and if you make sure that it's not happening in your business, that you're actually being intentional about making culture happen in the right culture, then people will operate with a tribe mentality. Alright! So, we have got three more things that we are going to hit, and I'm going to teach you about those pieces. When we come back right after this.

Next Level Life is our two day personal discovery experience. It's a one-on-one personalized event where we guide you through a process to help you discover your root system, to get unstuck in life and to discover what's holding you back from freedom and peace. Imagine this: What if you could wake up every morning with a clear purpose? What would it look like to have healthier relationships with less conflict? Where would you be in a few months, a year, five years, if you had clarity, purpose, and peace? Probably a big difference from where you stand today. Now I know it's possible, because I've been where you are asking myself, is there more? There is, and there is a better way. And it starts with Next Level Life. You can go to [chrislocurto.com/discover](http://chrislocurto.com/discover) to take the next step. Now, if you're struggling with discontentment, regret, or not feeling good enough, which most of you are, if you're filled with anxiety or your relationships are lacking, don't keep going through the same motions every single day, learn how to move past the things, robbing you of peace. Go to [chrislocurto.com/discover](http://chrislocurto.com/discover) and take the next step.

All right, we are back, and we are finishing up well, finishing-I'm less than halfway there. So we have three more pieces. If you want to create a tribe, if you want a team that acts like a tribe, we've got three more powerful things that you need to create. And by the way, if you've not noticed these, these are all C words. So this is easy for you to remember the things that you need to do. So we've talked about, you have to have a cause, we've talked about, you have to create the right culture that is going to also create the tribe mentality. The third thing, and this is really important. A lot of the business owners listening to this, you, you may struggle with that-a lot of the leaders period may struggle with this. Number three is: you have to have a community. You have to create a community inside of your business. Now listen, tribes have clearly defined roles and responsibilities. Well sure, of course, doesn't everybody, Chris? Well they should. But

a lot of people actually don't do that inside their team. What in the world does that have anything to do with community? Here's the deal: when people are actually, their roles are created for them to work well with other people, then you get shared unity, or think of it as common unity. And what is common unity? It's community. This is where every piece is pivotal. And what do I mean by that? If you set up every single one of your team members to have clearly defined roles, clearly defined responsibilities, and you don't just stop there, but you show them how they work with everybody else or just the ones that they are working with inside of your business, then you create community, right?

I'm not just talking about, do they take their same break at the same time and they talk with people and share pictures of their kids and their dogs. That's not what I'm talking about. I'm talking about the ability to work incredibly well with other people for that shared vision. For that shared unity. You see where I'm going here? You can create community by tying together roles and responsibilities, but if they don't know how they fit in to your bigger picture, if they don't know how they're supposed to support each other, and be there for each other, and work well off of each other, then you're missing out on that piece of community. "Oh Chris, my team members are always chit chatting. I think they chit chat too much." That's not what I'm talking about here. I'm talking about creating that tribal mentality, where they want to work together to make things happen.

One of the greatest pleasures that I have, as I lead this business is just being able to listen to my team, working together on projects, working together to make something successful. They don't just come around and go, "Hey, well, this is your thing and you know, tag, you're it. Now you do it. And then send it back to me." They sit down. I watch leaders, lead people to success. I watch team members come and ask phenomenal questions. I watch team members work together to make something incredible. When you have that type of community, then again, we have that unifying vision, that unifying momentum, where people are working together to accomplish a bigger goal. Super, super powerful inside of your team. You must set up a community for your team to work together. Number 4. Compassion. Tribes are passionate about each other's welfare. Think about this.

I know everybody listening to this has worked with somebody or many people, or you may even have these people on your team, that don't give a rip about anybody else, right? What's one of the worst hires you can ever make? An Island. Never hire somebody who is all about their own thing. Who does not care about the team. You can't have a team. If you have people who are only focused on themselves. I can tell you this, the most powerful things I've ever done in all the business that I've done in the years, has been around teams of people working together. Teams that are on fire for the thing that we're trying to accomplish. So, when you have people that have compassion, when you have people who care, when you have people who worry about each other, that take care of each other, that set each other up for success.

And when I say worry, I'm not talking about, you know, crazy amounts of worry. I'm talking about making sure that somebody has the tools that they need. Leaders who are compassionate about making team members successful. When you have that, then you end up with something even greater: trust. You end up with people who trust each other. You end up with people who are passionate about each other. When you have trust. That is one of the biggest things, and

most important things. That's actually also one of the most important things in number five that I'm going to talk about here in just a second. When you have trust, then you can also have vulnerability. When you have vulnerability, then you care to communicate well, when you have trust because you have passion, then you have something else, and that's accountability. If I can trust that you've got my back.

If I can trust that you care about me, if I can trust that you have compassion for what I'm trying to accomplish, or what I'm going through, even when it becomes outside of just the regular workday, like maybe I'm experiencing a loss in my personal life, or something like that. When I can trust you have my best interest at heart, then I can be accountable to you. So we always say around here, the top two biggest issues in any business are a lack of high levels of quality communication, and a lack of accountability. If you have a tribe of people that are passionate about each other and about each other's welfare, then what you will create is an immense amount of trust. And then you will create the self policing part of accountability, because I want to be accountable to somebody else, who's busting their butt to make this mission, this purpose happen.

So again, if you can build the trust, you can create the vulnerability. If you can create the vulnerability, you can create the accountability. So that is a huge piece. Compassion is a big piece of any tribe because you can see that there are no individuals in a tribe, right? You could see that there's not a group of people who don't care about each other, accomplishing a big goal. Number 5. Communication. Communication is incredibly important. If you are going to have that are sold out for your cause. If you're going to have people who bleed for the thing that you're trying to accomplish, if you're going to have people that want to accomplish every day, something powerful, you know, that is bigger than themselves. If you want people who can trust each other, if you want people that believe that they're showing up for something bigger than a paycheck, then you have to have clear high levels of quality communication.

And what's even more important than just having great communication is: understanding that tribes speak a common and well-defined language. We call it a common vocabulary around here. When people have the same type of communication, when leaders practice and model, what great communication looks like and the ways that we communicate and the things that we talk about, like for us here, we're huge on personality styles. We're huge on leaning in each other's direction and understanding somebody's personality style, their disk and their values. And asking the question when you're communicating, what does it look like to set this person up for success when it comes to communication? And thinking through how they're going to receive information, all of that, when you can set up high levels of quality communication, then your tribe ends up with a common vocabulary. A common well-defined language. That in itself is fuel for the engine of this tribe, because now, they don't spend time in conflict about not understanding what somebody is trying to say.

They don't spend time, you know, not communicating with each other because they don't, they don't understand where somebody is coming from. They're not spending time leaning in their direction. Instead, when you do have a tribe that speaks with a common vocabulary, or well-defined language, then what happens is that you have people that they understand where other people are coming from. They understand what's being communicated. They know how to

lean on each other's direction. They receive that. They understand that they have responsibility, but here's the other great thing: when you have that common language, if somebody is struggling with it, then you have a team of people, a tribe of people, who help other people become successful with that common vocabulary. This is where you really, when you're putting all these things in place, this is where you really start to create phenomenal DNA inside of your business.

Where when people step in, they see your business from the inside, they see that everybody has this common DNA. This thing that runs through, they communicate the same. They lean in each other's direction. They understand the culture, they understand the rights, the wrongs, they understand how to treat people. They know when to take care of people. All of these pieces become phenomenal DNA inside of your business, right? So you have to have all five pieces of this in place. So if you will do this, here's the five things; you have to create a cause, you have to, have to, have to, create phenomenal culture. You have to create a community inside of the work itself. You have to have compassion where people care about each other. You have to have high levels of quality communication. If you will do these five things, you will by default, create a tribe inside of your business.

If you're not the business owner and you're a leader, and maybe you work in a place that man, you don't love how it's being run. And things are just crazy and willy nilly, you can create this very same tribe mentality inside of your team. If you will do these things, then you will have a tribe that wants to accomplish, wants to move in the same direction, wants to be unified. So folks, if this is resonating with you right now, if you're hearing this and you're going, "man, my team is quite a ways off from that." And believe me, I get it. That's how I teach the things that I do teach, is because I used to have teams that were a long ways off of this and praise God I've learned the ways to solve that, fix that and lead that. So if you would like to have a tribe, if you would like that, then there's a great way to get started.

And that is by checking out my free digital video series, Creating a Culture of Champions, super easy, go to [chrislocurto.com/culturelesson](http://chrislocurto.com/culturelesson), one word, "culturelesson", and you can get started on that right now, that will help you immensely to start plugging in the culture piece inside of your business. Well, folks, hopefully this has helped you today. I am so appreciative that you join us for every single one of these episodes. And we really appreciate it when you share this, you know, people that need to hear this. So please do me a favor, share this. If you would, leave us a review, you can just do the stars, or you can write something about whatever you would like to do we would appreciate that. As always take this information, change your leadership, change your business, change your life, and join us on the next episode.