

Discovery with DC, Episode 5

Culture gets Results!

DC Team-members say that our culture is *extraordinary, caring, supportive, progressive, and innovative!*

But why does it matter so much? In this episode, Jeffery talks through the answer to this question based on DC's experience and provides four steps for curating the culture of an organization.

Why Culture?

- ***Extraordinary culture is an essential ingredient for producing incredible results.*** And producing incredible results is KEY to an organization's ability to optimally fulfill its purpose.
 - For DC, our purpose is to fuel the growth and success of our team members, customers, and community. ***Our business results FUEL our purpose.*** The better we perform, the more *fuel* we have for the purpose!
 - ***Culture eats strategy for breakfast.*** -Peter Drucker. It's true! The curation and development of DC's culture has been a critical element in transforming the company from mediocre results to high performance. ***Strategy without the culture to support it is crippled.***

4 Steps for Culture Curation

Step 1: Define your dream culture.

- If you imagine your team and organization growing and thriving and really successfully fulfilling the purpose of the organization, what does the culture look like?
- How do the people involved behave, act, and function together?
- Brainstorm out these characteristics to create a clear picture of your desired culture. Focus on actionable characteristics vs. big ideas. EX: 'Quality' vs. 'We do extraordinary work.' 'Honesty' vs. 'We always do the right thing.'

Step 2: Do an inventory of your team as it relates to that dream culture.

- Does each team member align with the characteristics of that dream culture or do they have the capacity to if the environment was conducive to it? This is especially important for people in leadership positions.
- If they do, awesome. If they don't, you have changes to make.
- If you start trying to build an extraordinary culture but leadership is not aligned then your path to progress will be burdened with pulling the weight of those not aligned in addition to your own.
- Make sure that the people on your team are really and truly on your team.

Step 3: Figure out how you can systematize the desired culture into the daily routines and life of your organization.

- Can't leave it to chance. Can't have a semi-annual meeting about it. Can't post it on the wall or put up a banner and expect it to stick.
- In what ways can you integrate the desired behaviors and characteristics into the daily and weekly rhythms of your organization?
 - Have to teach them and teach them often. If you sound like a broken record then you're probably doing it right!
 - It's important to get all existing and new team-members oriented and aligned with the desired cultural expectations. Find ways to integrate culture training and coaching into your orientation and team-member coaching and review processes.
 - Ultimately, be willing to hire, promote, and even fire based on alignment with the desired culture.
 - **Culture is one-half what you create and one-half what you allow.** -Unknown.
- **Fundamentals:** One method of systematizing the curation of our culture at DC that has been highly effective is the adoption of the Fundamentals System by David Friedman and the team at www.culturewise.com.
 - The system breaks the *dream culture* down from *big ideas* to real-life application that is kept alive and thriving through ritualization.
 - DC has 28 fundamentals that contribute to building up our *extraordinary* culture. We have a Fundamental of the Week each week that we start every meeting with, talk about, focus on, learn, and build up throughout the organization through various routines.
 - **NOTE:** Check out our **Fundamental of the Week Series** that debuts on YouTube on June 1, 2020! You can find it and subscribe at https://www.youtube.com/playlist?list=PLh-dvC_flrVvjnGU-7Ty_0uhkFC6sutT

Step 4: Review and assess your organization's culture often and revisit step #3 as needed.

- It takes time to change and develop culture so you have to be patient.
- BUT, you can't set it and forget it either. Be careful to continue investing in your culture and adjusting and developing the support systems along the way to optimize results.
- Establish a routine review process so that you can check progress towards the dream culture and make adjustments to the system as needed to stay on track and advancing in the right direction.

If you have questions or ideas about culture curation, please feel free to reach out to Jeffery at jefferyc@diamondc.com. He'd love to chat and share any experience that might help to fuel your growth and success!

If you find value in this content, please be sure to subscribe to our YouTube channel to catch future episodes and content for fueling your growth and success! www.youtube.com/diamondctrailers.

