



The Culture Advantage:

*Creating a Workplace that
Energizes, Engages, and Elevates*

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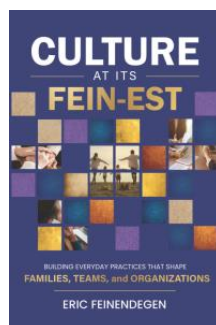
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***“You don’t get the culture you want,
you get the culture you create.”***
- Eric Feinendegen

Why Culture Matters



In all things, culture is the ultimate competitive advantage.

A Winning Culture.....

- **Attracts and Retains Talent** - *A strong, positive culture helps attract top talent and reduces employee turnover by creating an environment where people want to work and feel valued.*
- **Drives Employee Engagement and Productivity** - *Employees in a healthy culture feel motivated, connected, and aligned with the company’s mission, leading to higher engagement and better performance.*
- **Shapes Brand Identity and Customer Experience** - *Culture influences how employees interact with customers, shaping the organization’s reputation and fostering loyalty from clients and stakeholders.*
- **Supports Adaptability and Innovation** - *A cohesive culture encourages collaboration, flexibility, and openness to change, enabling the organization to respond effectively to market demands and challenges.*
- **Prohibits Silos / Subcultures** - *The absence of a healthy culture creates silos. The organization becomes fractured and different leaders across the company will create their own vision of culture. A healthy culture creates social pressure on the associates and leaders to think, act, and interact together with consistency.*

Remember, culture is contagious!

Toxic Culture.... Sunday night feels like a wet, heavy blanket on top of you! A Failing Culture.....

- **Cloudy Communication** – *unclear messaging, lack of active listening, cultural differences, emotional barriers, or inadequate communication tools and channels.*
- **Declining Team Spirit** - *lack of recognition, unclear goals, limited growth opportunities, and a negative work environment.*
- **No Ownership** - *unclear roles, inadequate empowerment, lack of accountability, insufficient recognition, and minimal engagement in decision-making processes.*
- **Customer Disconnect** - *insufficient training, unclear customer priorities, misaligned goals, poor communication, and a failure to prioritize customer needs and feedback.*
- **Loss of Competitive Relevance** - *failure to adapt to changing customer needs, technological advancements, competitive pressures, and shifting industry trends.*
- **Leadership Fatigue** - *unclear organizational goals, lack of team accountability, inadequate resources, and resistance to change.*
- **Disengaged Workforce** - *poor leadership, lack of recognition, unclear expectations, and limited opportunities for growth.*
- **Employee Turnover** - *lack of career advancement opportunities, inadequate compensation, poor leadership, and burnout.*
- **Conflicting Visions** - *unclear or conflicting organizational goals, lack of communication, differing leadership priorities, and team misalignment.*

- **Silos Develop** - *poor communication, lack of collaboration across departments, differing priorities, and a lack of shared goals or organizational cohesion.*

...these are all signs of negative behavior breadcrumbs...

**Your culture is a shadow of your
leadership and HOW YOU MAKE
PEOPLE FEEL**



Shine Your Light On Others!

THE CULTURE ADVANTAGE:

*Creating a Workplace That **Energizes**, **Engages**, and **Elevates***



Culture is Collective: “Coming together is a beginning, staying together is progress, and working together is success.”

– Henry Ford

Culture Components

Coworkers

Customers

Community

“Why do we Exist?”

Source: The 4 Dimensions of Culture – Greg Cagle

The best cultures are purpose-driven

Culture Equation

**BELIEFS DRIVE BEHAVIOR,
BEHAVIOR DRIVES CULTURE**

REINFORCED THROUGH CONSISTENCY

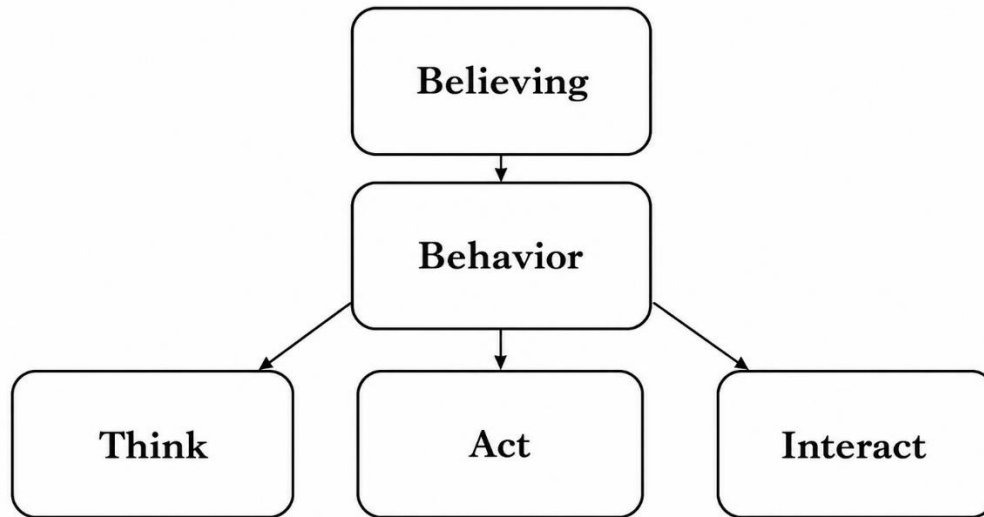
Vision Vignettes

- Vision should be co-created
- Vision reduces misalignment and silos
- Vision needs to be cast regularly

Vision - Defines the long-term aspirations and desired future state of an organization

Mission - Oriented toward the present, answering "*What do we do, and why do we do it?*"

Culture Framework



Source: *The 4 Dimensions of Culture* – Greg Cagle

Thinking drives action. Actions shape interactions. Interactions determine outcomes. Outcomes deliver on the purpose of the organization.

Are You A Good Teammate?

- Culture Energizers value their teammates
- Culture Energizers value what their teammates value
- Culture Energizers add value to their teammates
- Culture Energizers make themselves more valuable

Top Toxic Workplace Drivers

- Toxic workplace culture (59 percent)
- A bad manager (54 percent)
- Lack of growth opportunities (47 percent)
- Increased workload (47 percent)
- Staffing shortages (33 percent)

“Are you okay?” Mental Health Meetings

#1 Host “Mental Health Check-In” Meetings

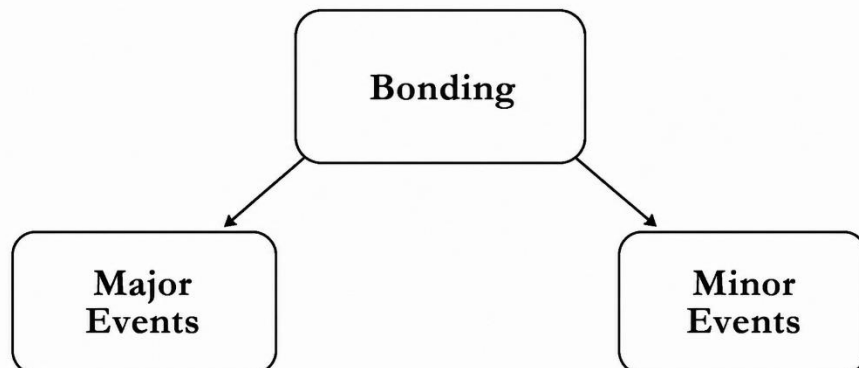
#2 Normalize Conversations about Stress and Burnout

#3 Offer Resources and Support



*The way we treat each other becomes
the environment we all live in - Elsa, Frozen*

Culture Framework



Bonding creates Buy-In and Tribal Mentality.

Creating Common Ground

➤ *Shared Vision*

- *Communicate a clear purpose consistently*
- *Invite input and collaboration = ownership*
- *Reinforce the vision through actions and recognition*
- *Do it & delegate it!*

➤ *Shared Experiences*

- *Culture is about connecting*
- *Connect, then convert*
- *Build leaders who build leaders*
- *Get along to go along*

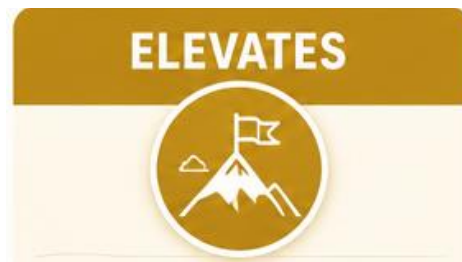
Connection Cultivates Culture

- *Go to their world*
- *Build Bridges not walls*
- *Be consistent with genuineness and authenticity*
- *Connect through causes*

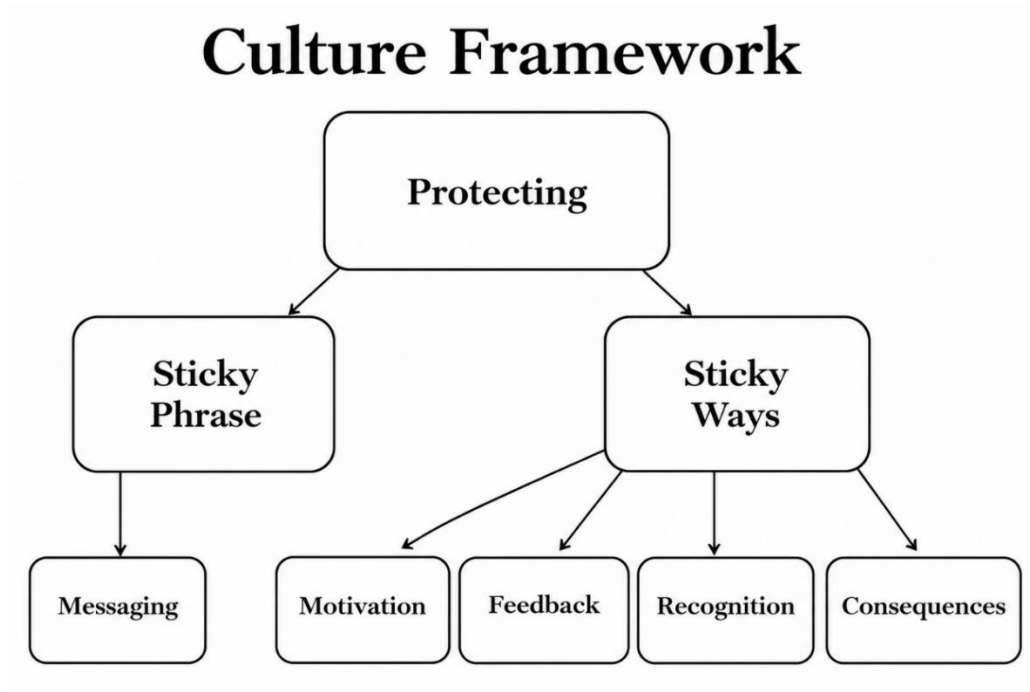
The Power of Shared Successes and Shared Struggles

*Winning and achieving goals solves a LOT of problems.
But that's only half the equation. Most people miss out
on tightening bonds thru shared struggles.*

Those who fight together stay together!



Culture is a product of addition AND subtraction.



Source: The 4 Dimensions of Culture – Greg Cagle ; Culture Matters – Jenni Catron

This is how we do things around here

Leaders help people stay culturally grounded by protecting and reinforcing the organizations' mission and values through 4 main functions.

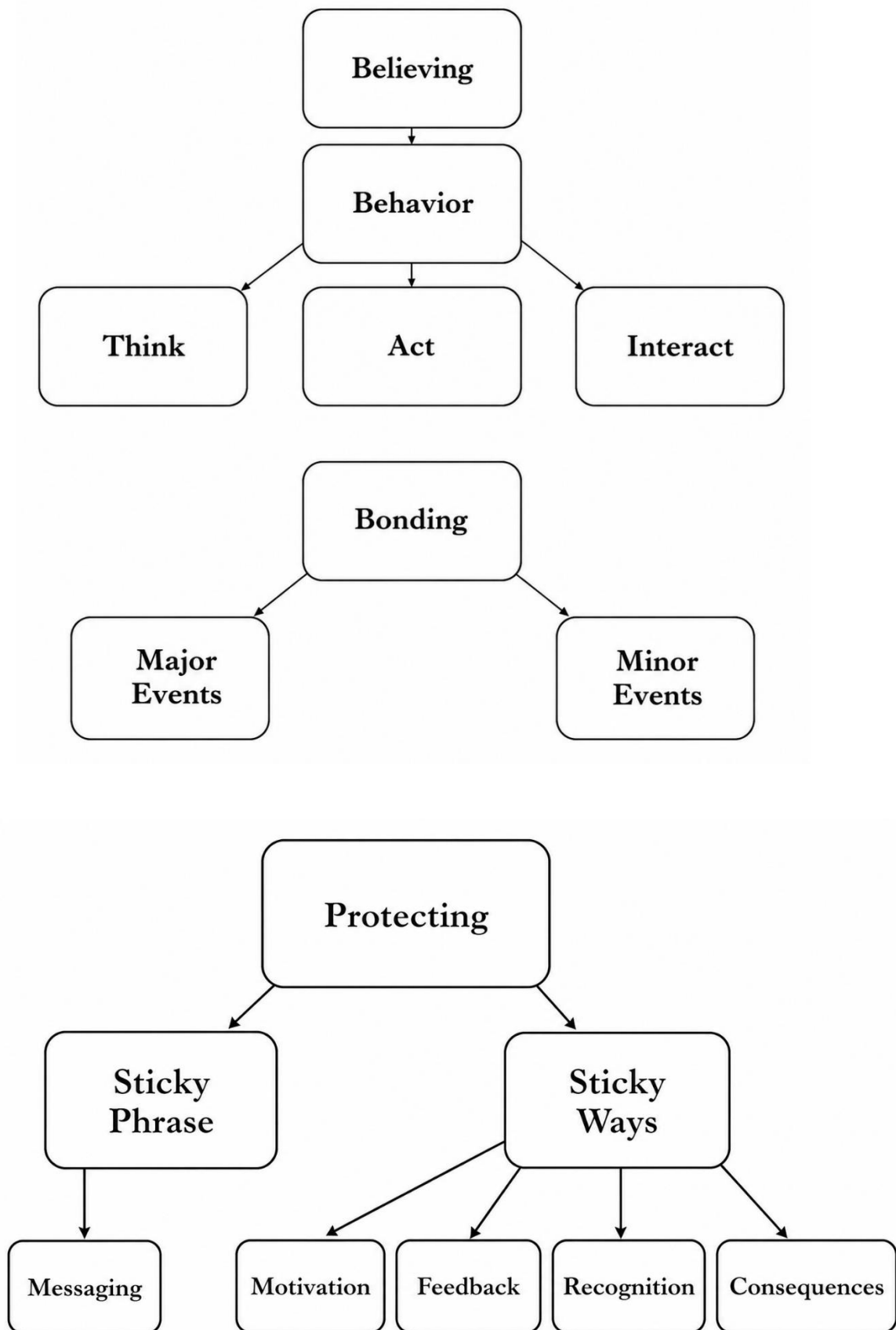
1. Reinforcing companies' stories, phrases, and messaging
2. Rewarding and encouraging desired behaviors
3. Providing consequences and accountability for undesired behaviors
4. Using symbolism to communicate an unspoken language

Culture Caveats

- Promoting & protecting the culture is best accomplished by close collaboration between leadership and the workforce. Through delegation, it's now both your culture and OUR culture.
- Culture starts with you. Not the person next to you. With you.
- We must ask.....*Is there a better way of doing this?*
- Most culture problems are just personal problems in disguise.
- Culture is either intentionally formed or allowed.
- Culture is created as a result of the messages employees receive about how to behave. We are hardwired to fit into the communities of which we are members. Employees pick up these messages about employee behavior and adjust accordingly.
- If culture is to improve, the people inside of it must improve.

None of us is as good as all of us - Ray Kroc

Culture Framework



Source: *The 4 Dimensions of Culture* – Greg Cagle ; *Culture Matters* – Jenni Catron

U.S.A Culture Framework (Sample)

Believe/Value: Freedom

Behavior: (adds value)

Think: (Why is this important?): the core principle of America & protection of rights

Act: display the flag, serve in the military, vote, acknowledge diversity, peaceful protest, speak openly, pursue entrepreneurship

Interact: volunteer, celebrate, gather together, support veterans, stand united, community engagement, sing national anthem, recite the pledge

Bonding:

Major Event(s): 4th Of July. Thanksgiving. Memorial Day, Veteran's Day

Minor Event(s): super bowl, graduations, weddings/birthdays, barbecues & family cookouts

Protecting:

Sticky Phrase (messaging): Let freedom ring. The American dream. One nation under God. Proud to be an American. Liberty & justice for all. God Bless America.

Sticky Ways: *Motivation:* pride in tribal values – life, liberty, pursuit of happiness

Feedback: encouraging free enterprise

Recognition: honoring our veterans

Consequences: legal implications if one does not follow the justice system

Culture Dimension: Compliant

Culture Requires Nurturing, Navigating, & Patience

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