

# Company Culture: Finding Your Why

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# Who We Are : Mark and Becca



# Exploring Your Why and Crafting Culture

- I. What is company culture?
- II. Why is it important?
- III. How to determine your why and craft your culture
- IV. Reflecting your culture outward



# What is Culture?



- Values, expectations, and practices that guide and inform the actions of all team members.
- Every workplace has a culture. But have you taken the time to define it?
- Needs to be reinforced and visible - There's a difference between perceived and actual

# Why is Culture important?

- Career and staffing decisions
  - Associates – evaluating current employer or finding a new one
  - Managers/Owners/Solo-Practitioners - Attracting talent, informing benefits
- Guiding business decisions
- Defining your ideal clients
- Marketing
- Creating resilience and finding your purpose





# Company Culture in a pandemic-impacted world

- The Great Resignation
  - Leaders keyed into the human factors driving the Great Resignation, and who build a culture of belonging for their existing workers, are best positioned to attract and retain them, a report from Ernst & Young (EY) found last week. – Fortune
- Resilience
  - Cultivation of gratitude
  - Cycles of negativity and promotion of wellbeing



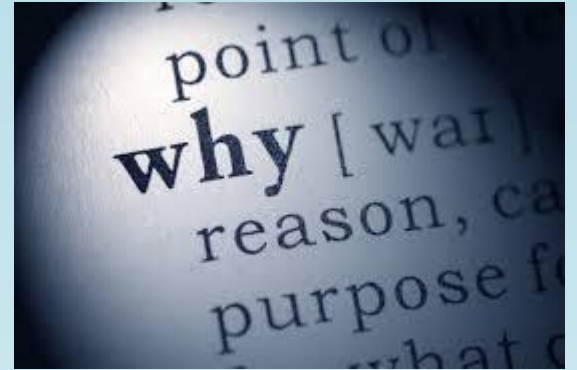
# Evaluating Values Exercise



- **Review** the list of core values from Brene Brown – what stands out to you? **Can you choose TWO** that are central to yourself?
- Reflect on these values through the lens of your work:
  - If you are a leader: how do you rely on and promote these values through your leadership?
  - If you work for an organization: do your organization’s values align with your own? Consider the ways it does and does not.
  - If you are a solo: how do your values guide your decision making?

# What IS “Why” and why do we care?

- Your business is defined by:
  - WHAT - Products sold, services offered or your role at work
  - HOW - Your strengths, values and guiding principles
  - WHY - Your purpose, cause or belief
- WHY is heading to the core of culture and then crafting outward
- WHY is NOT money:
  - Making money is NOT a WHY. Revenues, profits, salaries and other monetary measurements are simply results of WHAT we do. The WHY is about our contribution to impact and serve others. The WHY inspires us. - Simon Sinek



“

**People don't buy WHAT  
you do, they buy WHY  
you do it.**

- Simon Sinek

”



# The Golden Circle



## Clarity of WHY

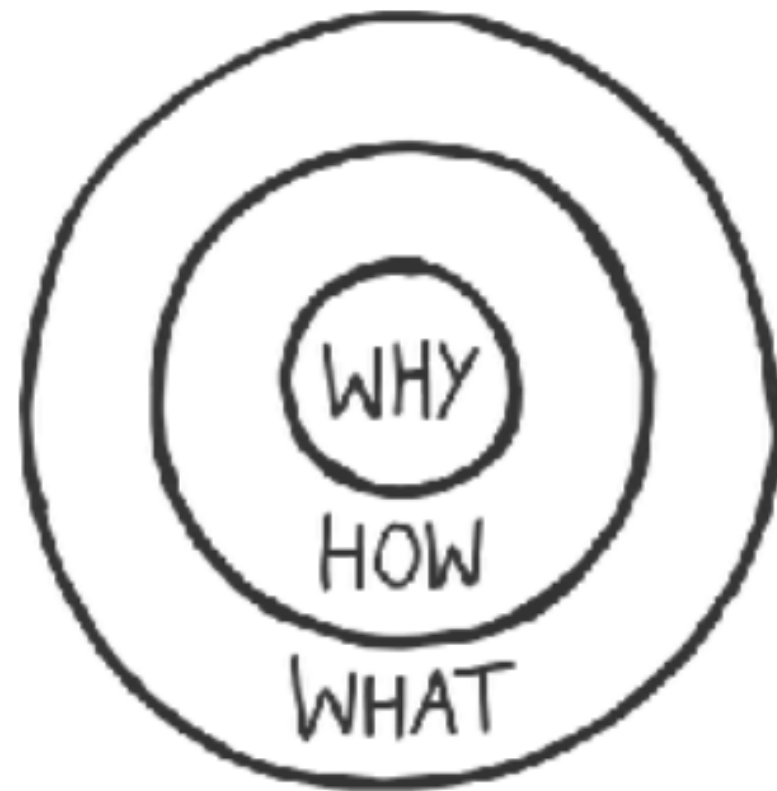
Your purpose, cause or belief.

## Discipline of HOW

Your strengths, values or  
guiding principles.

## Consistency of WHAT

Products sold, services offered  
or your role at work.



# Archeological Dig: Searching for Evidence of Your Culture



# Cultural Icon Exercise: Representing Your Workplace/Business

## PART ONE

- The stories we tell about the why of the work we do are powerful. Your story is tied closely to your company values.
- **Imagine the story of your company and think of a cultural symbol, an artifact, as the illustration.** - from Babson College / 10KSB program

## PART TWO

- Imagine yourself as an anthropologist. No people are present at your workplace and you've never had an opportunity to speak to anyone. You can only look at documents and the physical environment. Do you find physical evidence of company culture? Are the values apparent?



# The Art of Applying Your Why: Ways to Express and Incorporate Your Culture

- How can you take your values and weave them more deeply into your culture?
- How can you take your ideas about culture and create additional physical realities of it?
- How can you reflect on all of it to continue to inspire yourself?
- REMEMBER – this type of work and reflection is just as important (perhaps more so) than productive work. Laura would say – put it on the calendar!!

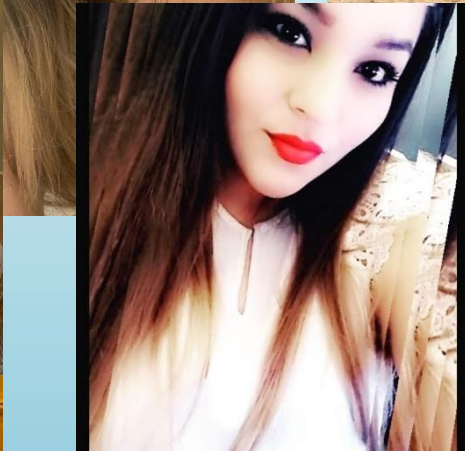
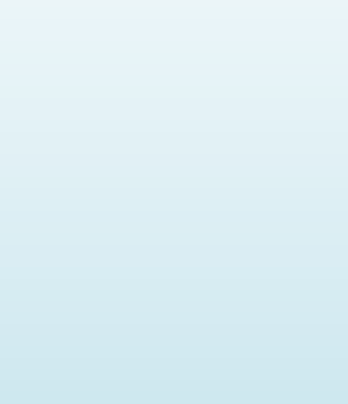
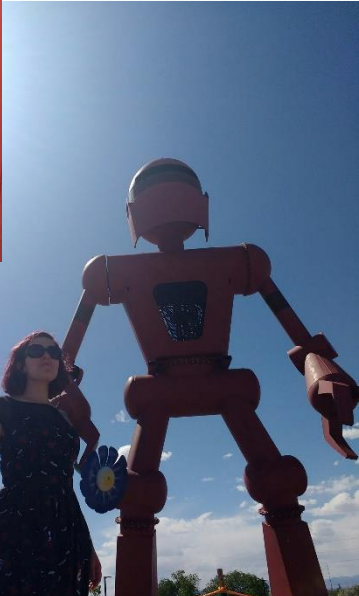




# RKL: The Island of Misfit Toys







Questions?