

How to leverage our culture . . . as a strategic competitive advantage



Why Culture Matters



The Multiplier Effect

“Addressing organizational health provides an incredible advantage to companies because ultimately health becomes the **multiplier of intelligence**. The healthier an organization is, the more of its intelligence it is able to tap into and actually use. Most organizations only exploit a fraction of the knowledge, experience and intellectual capital available to them. The healthy ones tap into all of it.”

~Patrick Lencioni



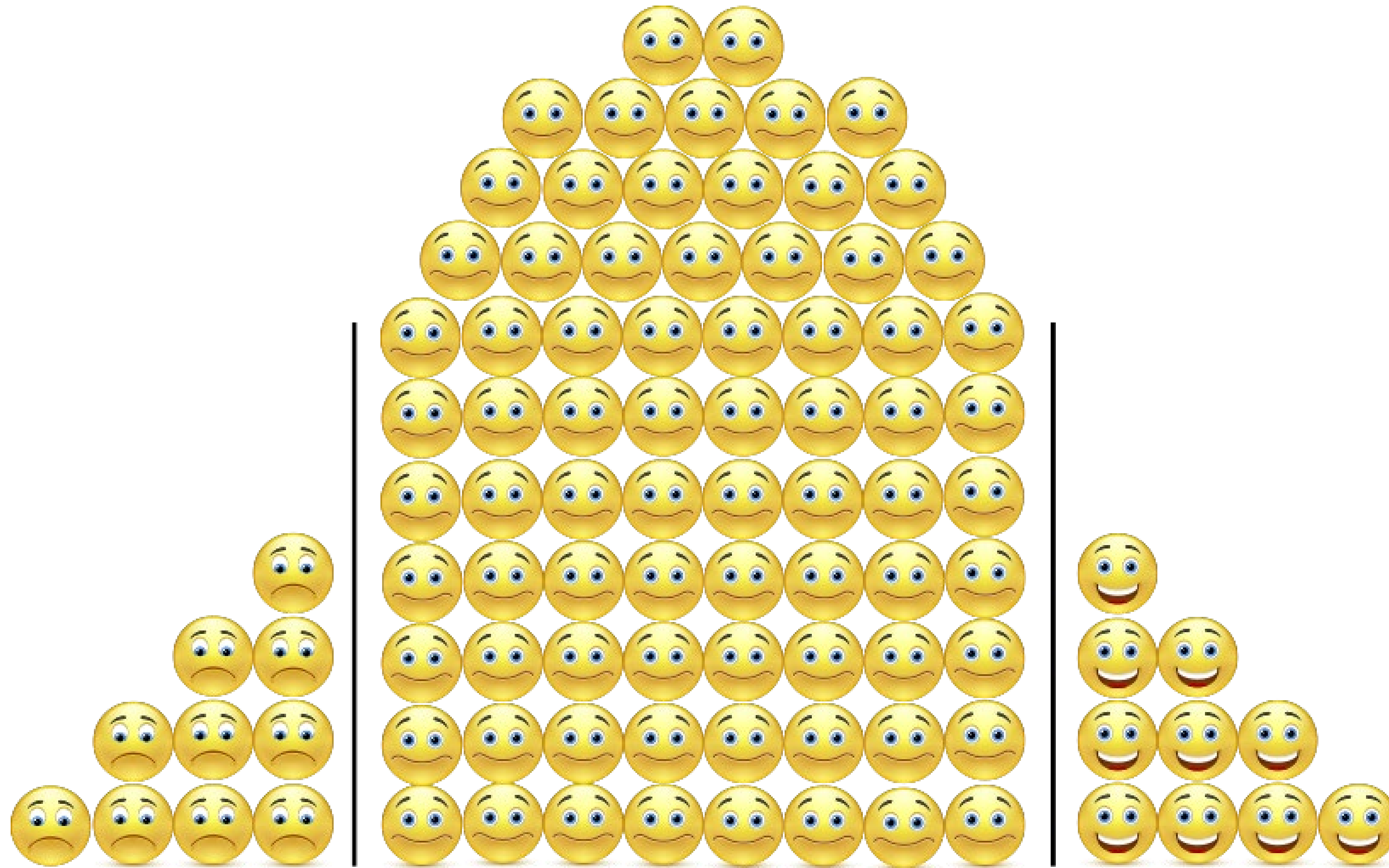
Why Culture Matters

~~“An organization is only as good as its people.”~~

“An organization is only as good as its people **perform.**”



Why Culture Matters



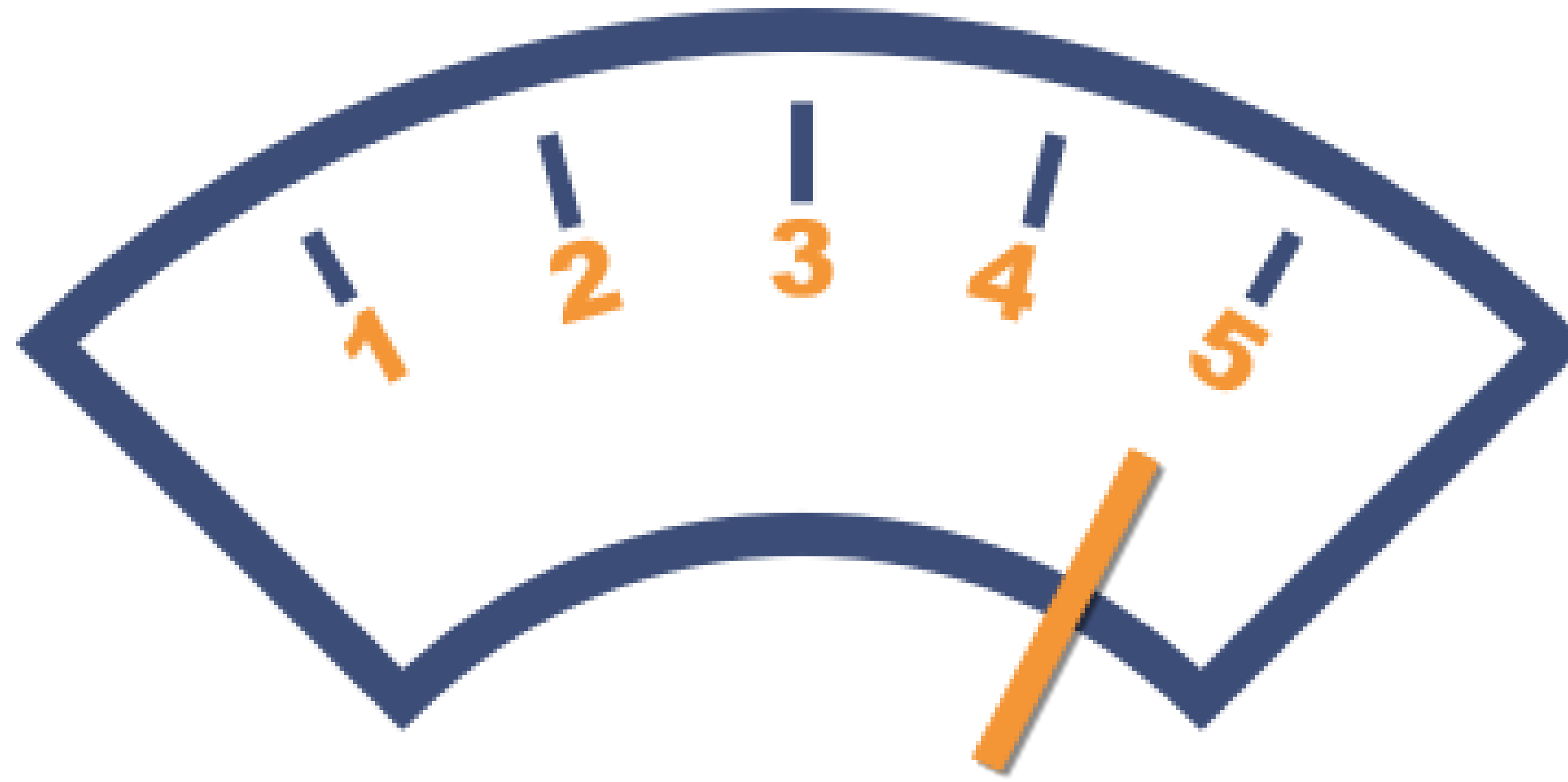
Bad

Go with the flow

Good



How important is culture to the bottom line?

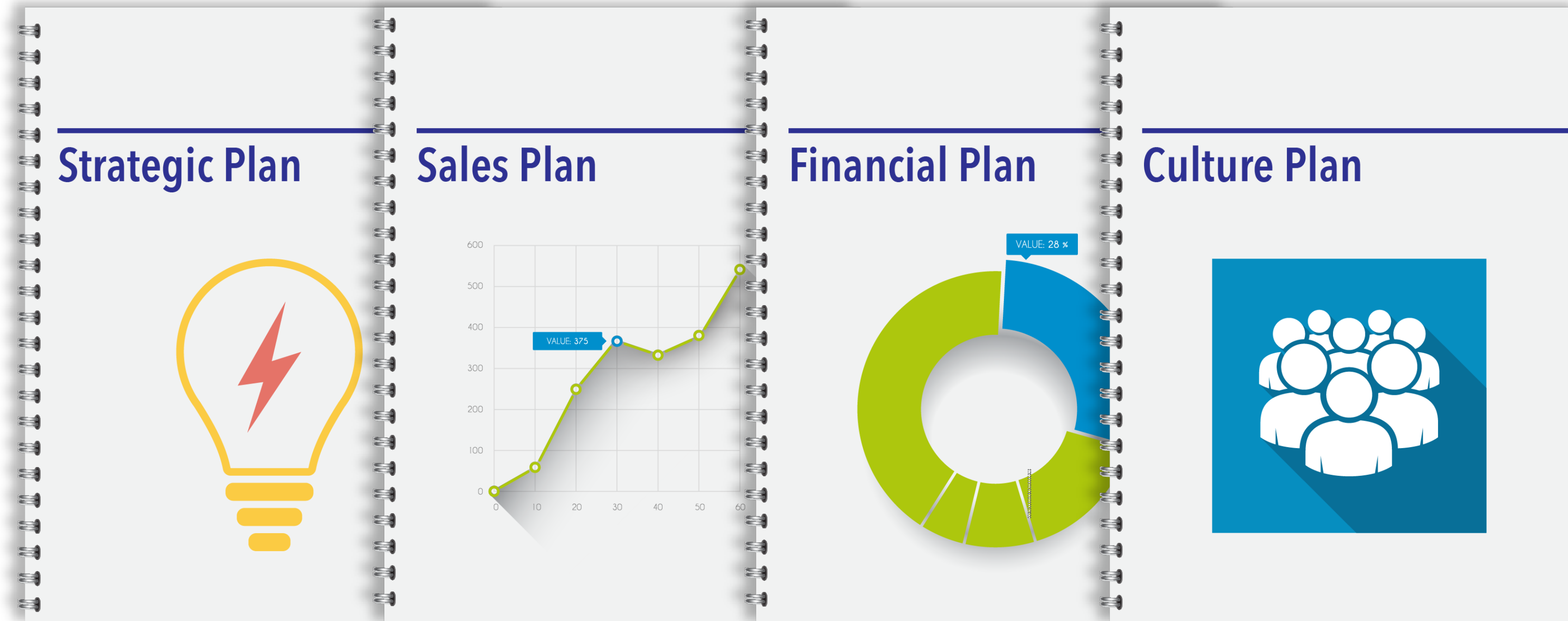


Average CEO response:

4.8



Do you have a plan?



90%

95%

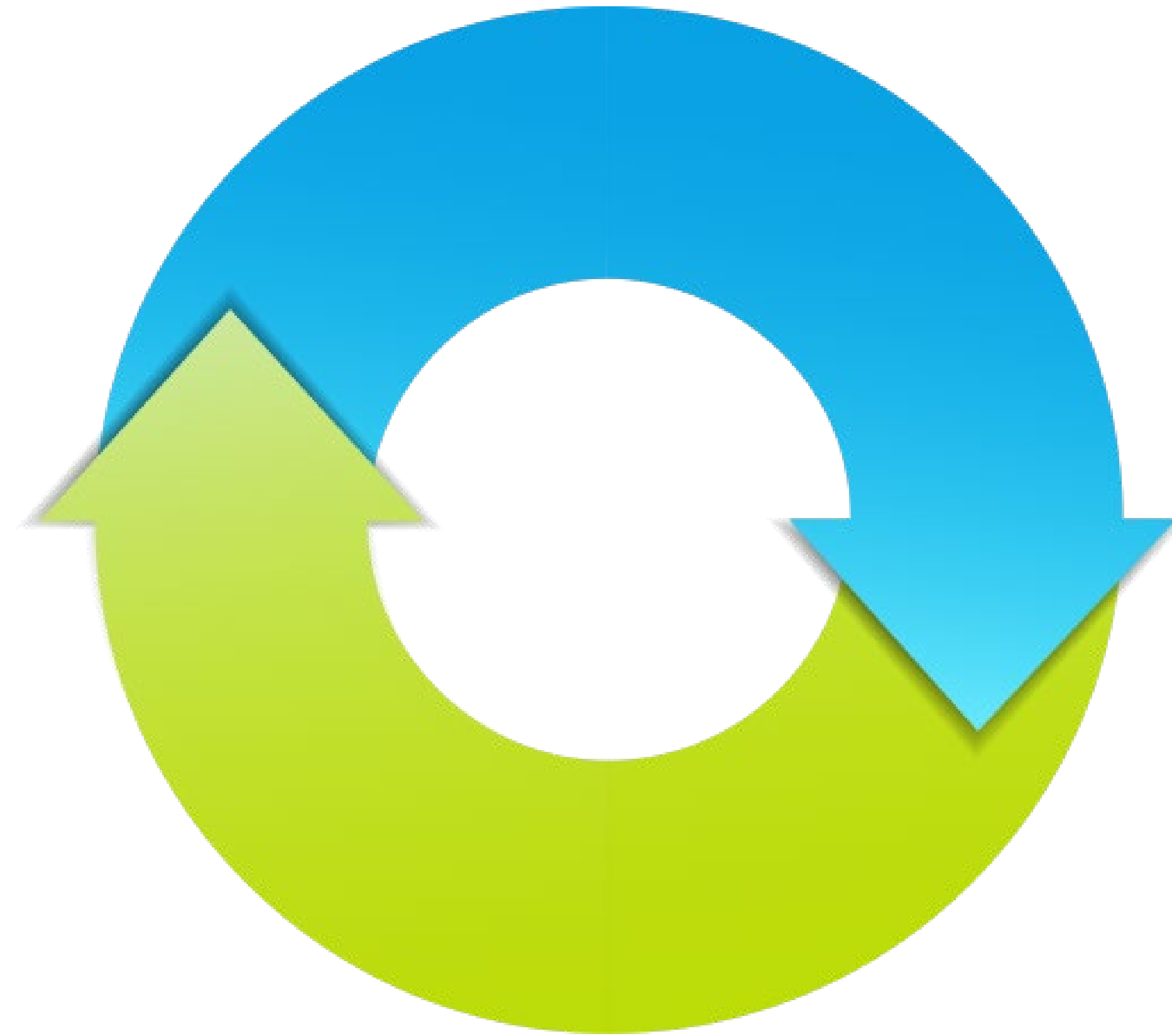
99%

< 10%



Culture should be...

Intentional



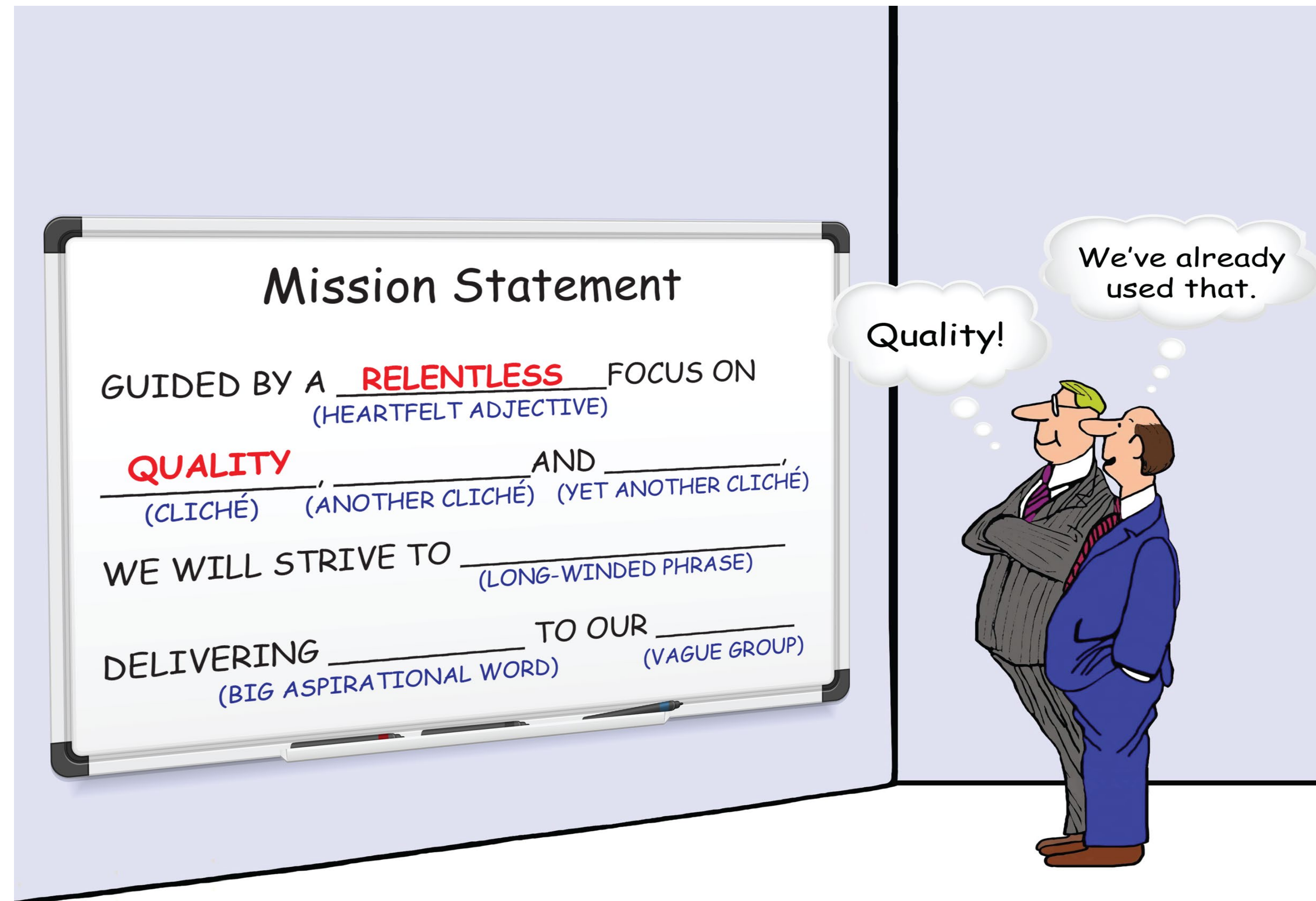
Systematic







Typical Culture Work



Values vs. Behaviors

VALUES

- Integrity
- Quality
- Respect
- Innovation

IDEAS

BEHAVIORS

- Honor commitments
- Practice blameless problem-solving
- Be a fanatic about response time
- Get clear on expectations

ACTIONS



Behavior is easier to...

Teach Give
Feedback
Coach



Behaviors (Fundamentals) bring clarity to your expectations

➤ 10. DELIVER LEGENDARY SERVICE.

➤ 11. TAKE ACTION.

✔ 12. PRACTICE BLAMELESS PROBLEM-SOLVING.

Demonstrate a relentless solution focus, rather than pointing fingers or dwelling on problems. Identify lessons learned and use those lessons to improve ourselves and our processes so we don't make the same mistake twice. Get smarter with every mistake. Learn from every experience.

➤ 13. SPEAK OPENLY AND HONESTLY.

➤ 14. LISTEN TO UNDERSTAND.



Behaviors (Fundamentals) define your company's "Way"

The Saltmarsh Way

Integrity and Honesty, Respect, Creativity, and Quality Service. For generations these words have defined our unique firm. But what do they really look like in practice? The 33 "Fundamentals" that make up the Saltmarsh Way provide the answer. They outline how we work with our clients, our strategic partners, and each other. These Fundamentals describe who we are, and they're what drive our team's extraordinary success.

1. **DO THE RIGHT THING, ALWAYS.** Integrity is our foundation. Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make, *especially when no one's looking*. Always tell the truth, no matter the consequences. If you make a mistake, own up to it, apologize, and make it right.
2. **MAKE QUALITY PERSONAL.** Demonstrate a passion for excellence and take pride in the quality of everything you touch and everything you do. Generations of Saltmarsh clients have come to expect this of us. Don't accept mediocrity. Good is *not* good enough. Always ask yourself, "Is this my best work?"
3. **HELP THE TEAM SUCCEED.** It's not about you. Don't let your ego or personal agenda get in the way of doing what's best for the team. Be there for each other and be willing to pitch in, step into another role, or help a coworker when that's what's required. Help each other to succeed.
4. **BE PRESENT.** Have a passion for what we do and stay fully engaged. Come well-prepared for each meeting and be present for every interaction. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm.
5. **DO WHAT'S BEST FOR THE CLIENT.** In all situations, do what's best for the client, even if it's to our own short-term detriment. Show courage in speaking the truth and putting their needs ahead of our own. There's no greater way to build a reputation than to steadfastly do what's right for others. Every day.
6. **PAY ATTENTION TO THE DETAILS.** Missing just one detail can have an enormous impact on a job. Be a fanatic about accuracy and precision. The goal is to get





Rituals

rituals [rich-oo-uhls] practices that become ingrained as automatic behaviors over time.



Rituals



Rituals help make things last



Rituals create a structured way to focus on one behavior each week



An example of a weekly ritual

Meeting Agenda

1. Fundamental of the Week

2. Sales forecast

3. Financial projections

4. Expansion planning

and development



Leveraging existing rituals



Mobile App

Access to a massive library of teaching content for every Fundamental, all delivered through a powerful mobile app:

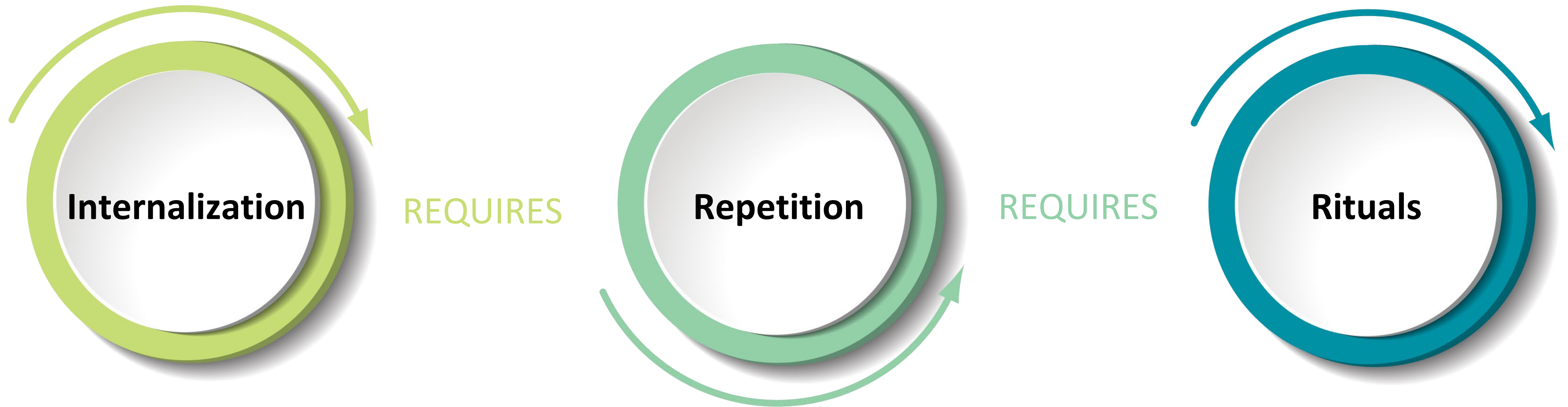
- Hundreds of daily QuickTips
- Hundreds of teaching points, coaching tips and questions for discussion
- Scores of videos
- Scenario-based lessons through eMinder™
- Kudos!
- Gamification
- Complete reporting on every aspect of employee engagement in the mobile app



The Key to Success



Behavior change



Good companies have
good cultures **by chance.**

World-class companies have
world-class cultures **by design.**



Additional resources

Got questions? Need a price quote? Ready to get started? Give us a call: 877-NPC-5850

CultureWise
a product of HIGH PERFORMING CULTURE

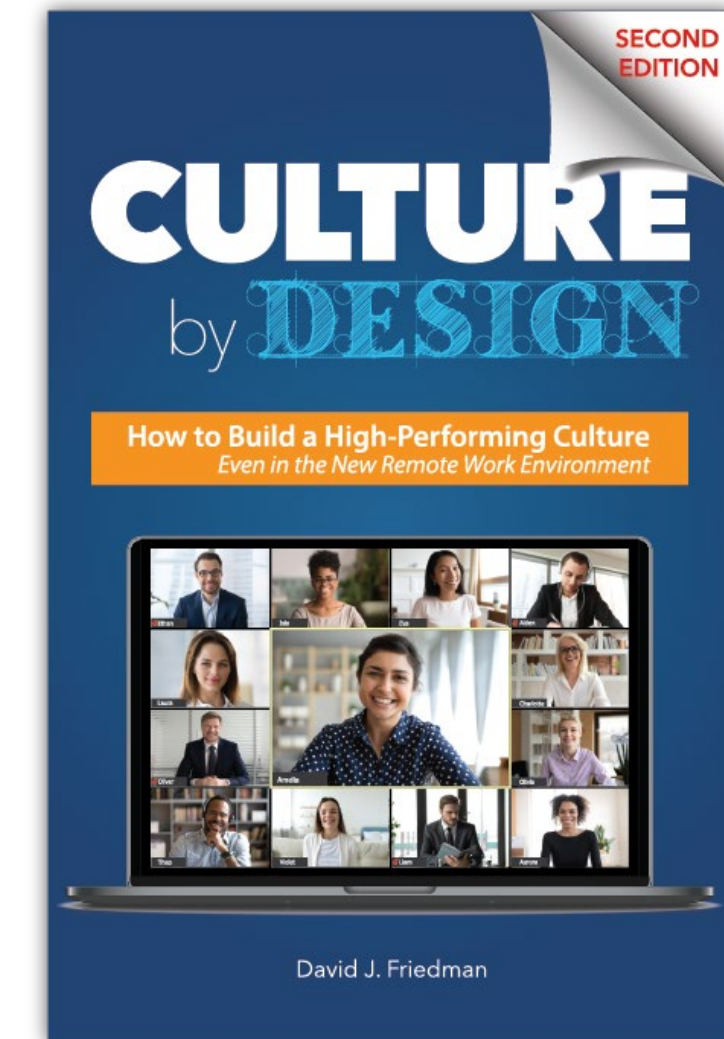
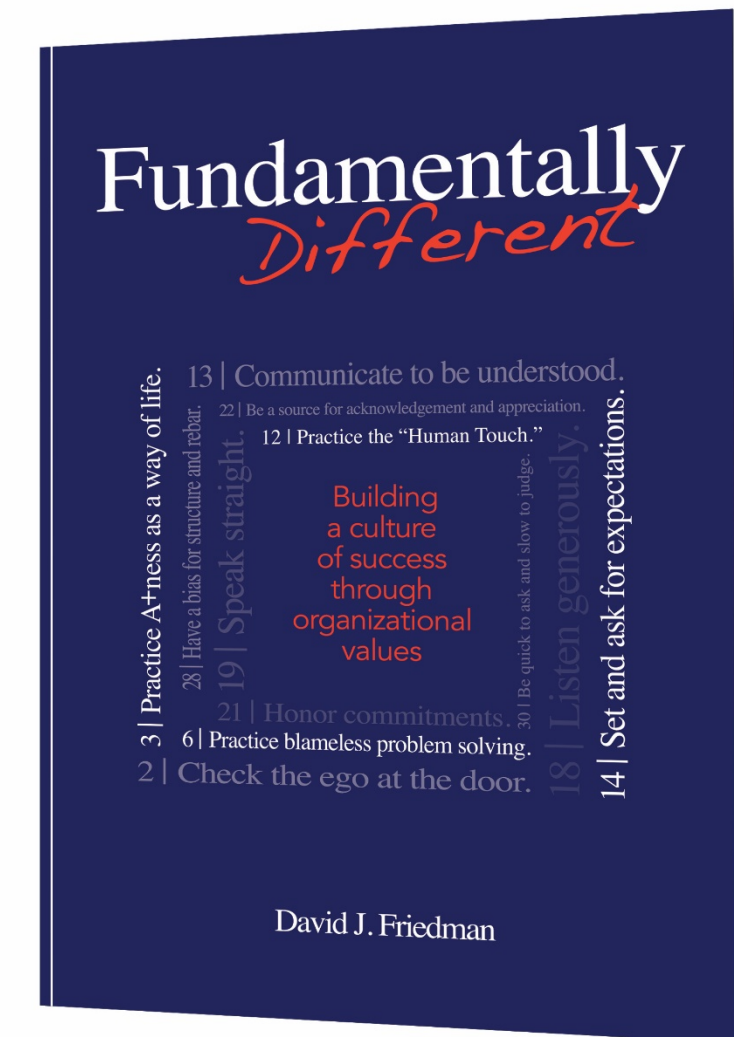
EDITIONS & PRICING LEARNING CENTER ABOUT US KEYNOTE SPEAKERS EVENTS FOR CONSULTANTS FOR CLIENTS [Let's connect TODAY!](#)

The Turnkey Operating System for Culture.

Here's everything you need to know about CultureWise in this 3-minute video from Founder/CEO, David Friedman.



David J. Friedman
Founder/CEO of High Performing Culture



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The turn-key culture solution for small to mid-size businesses.

Let's connect!



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