

WP & BC Spring Seminar

OBSERVATIONS ON CULTURE'S
ROLE IN YOUR ORGANIZATION

Welcome to the End of the Day!

What are we talking about?



CULTURE.



IT'S DEFINITION



IT'S IMPORTANCE.

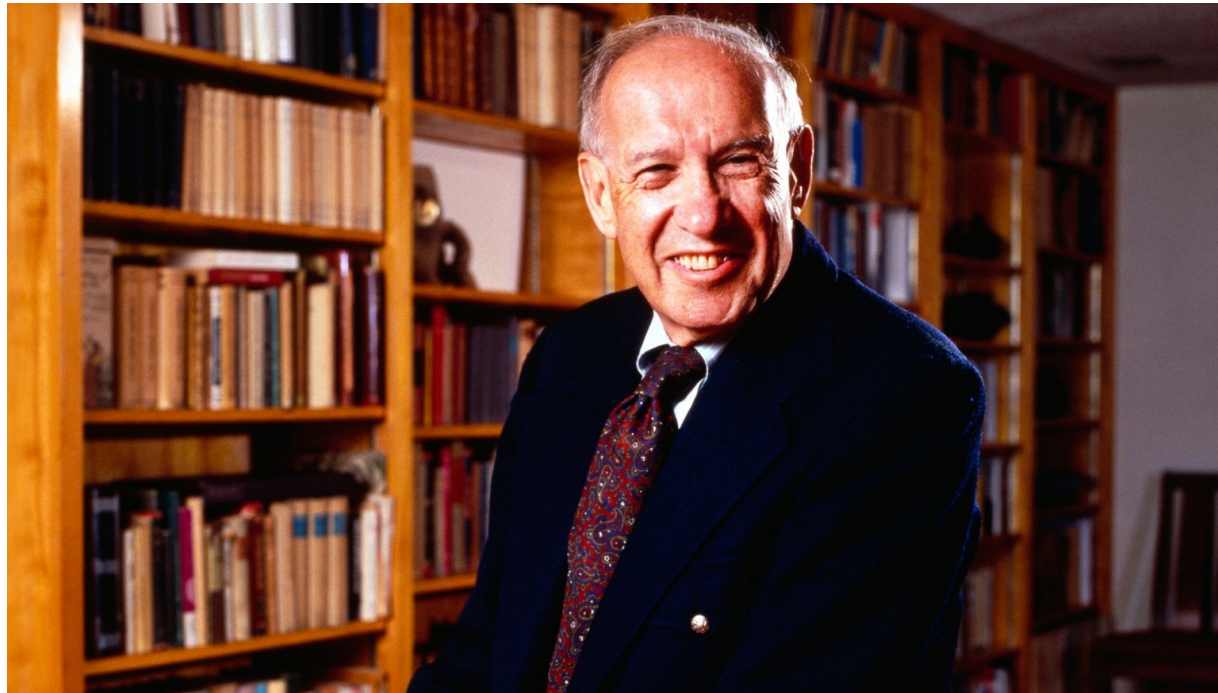
A little about my firm...
...and why culture is important to it.

CFO[®]
SELECTIONS

ASP
YOUR ACCOUNTING
& RECRUITING TEAM

 VALTAS
guiding leadership transition
- for nonprofits -

What is culture?



Peter Drucker - 1909 - 2005

What is culture?

“Management is doing things right; leadership is doing the right things.”

“What gets measured, gets managed.”

“The best way to predict the future is to create it.”

What is culture?

“Culture eats strategy for breakfast.”

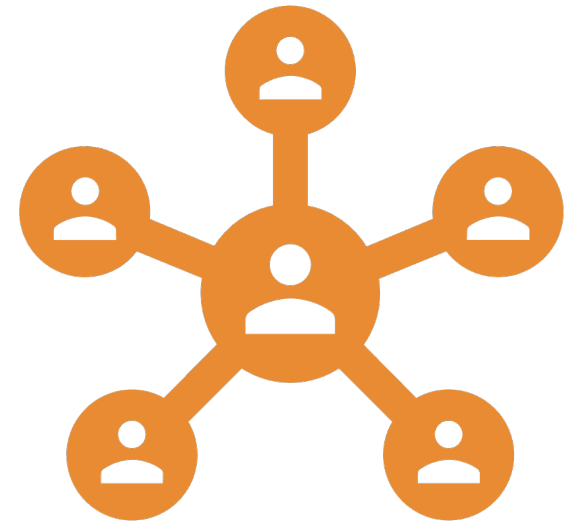
*“Culture – no matter how defined – is singularly persistent.” **

**What he likely actually said.*

What does that mean?

My Impressions on Drucker:

While you shouldn't ignore strategy, strong company culture is a more certain and resilient path to firmwide success.



How does culture play a role in your company?

Culture informs decision-making and motivates your teams.

Strategy drives execution...

...culture is what gets them out of bed every day to execute!

How do you influence culture?

Spend time thinking about your culture.

- ❖ What is it? Can you define it? Is it something you're working to influence?
- ❖ Do you know what your team is embracing related to your culture?
- ❖ Ask your teams what's motivating them... that's the basis for your culture.

How do you influence culture?

Focus on how culture is communicated.

- ❖ Have you shared what you want your culture to be?
- ❖ Example: “Doing the right thing, for the right reason, at the right time.”
- ❖ Observation: In challenging moments, does this happen?

How do you influence culture?

Culture is an Art, Not a Science.

- ❖ Culture is better envisioned as a framework, than a set of rules or guidelines.
- ❖ What do you prioritize when making decisions?
- ❖ Focus on intent.

How do you influence culture?

Culture is not Mission or Vision.

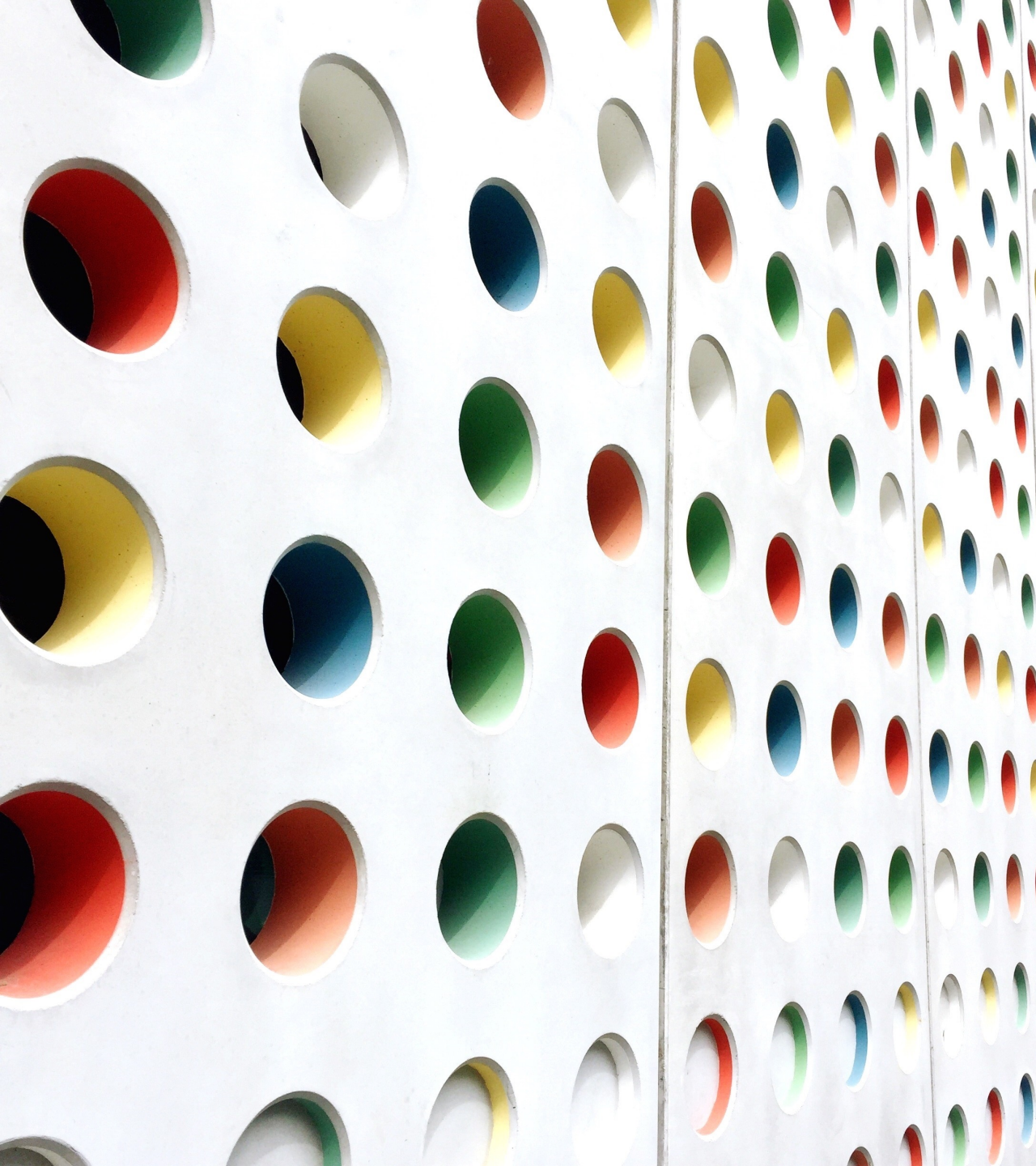
- ❖ Mission and Vision are more tactical.
- ❖ Culture surrounds mission and vision, influencing decisions when tactics cannot fill the void.
- ❖ Example: Mission says be the best at what you do.
 - ❖ What if an organization asks you to do something illegal?

Why do I care?

Do you know how your teams show up when you're not around?

- ❖ What happens when faced with a critical choices that you can't influence in the moment?
- ❖ What is the cost of those decisions?

One guarantee... challenging times are coming again!



Questions?

Thank you!

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