4 Ways to Create a Company’s CultureAligned with EOC Values.
What is a culture?

Culture is the beliefs, customs, arts, etc., of a particular society, group, place or time.

- www.Merriam-Webster.com
What are the beliefs, customs, actions, that are typical of an EOC business?

In pairs, identify what they are. Which one apply most to your business?
What does it take?

- Trust
- Transparent Communication
- Mutual Respect
- Active Listening
- Sharing of Resources
- Focus on Common Good
Step # 1:
Define a Clear and Simple Vision and Mission!

It is your strategic intent for your business.
Paul O’Neill at ALCOA
Step # 1:
Define a Clear and Simple Vision and Mission!

With a partner brainstorm what the vision and mission of your business should be
Step # 2: Communicate

- With your employees
- With your suppliers
- With your clients

Whit Alexander, Cranium CEO
Write your life’s epilogue. Be sure to include at least three of the most important things that you want to be remembered by.
Step # 3:
Reinforce
BUILD relationships every day!

SHARE expertise, time, yourself!

FIRST to help others!

SUPPORT with actions, not just words!

VALUE every person, every idea!

COMPETITORS can be friends too!
Step # 4: Collect Stories

All cultures have a patrimony of stories
Leadership Strategies Checklist

- Review
- Share with a partner
- How to get it all together
### Leadership Strategies

#### Lead yourself first

- Prepare a personal mission statement
  - Use Bedrock Tools
    - Set personal goals
    - Practice daily affirmations
    - Idealize and Visualize
    - Prepare Action Plan
  - Define your values
  - Confront limiting beliefs
  - Expand your comfort zone
  - Reduce negative self-talk
  - Expand your circle of influence / Reduce your circle of concern
  - Be the person you want to be
- Your Physical Self
  - Exercise regularly
  - Stretch daily
  - Eat healthy foods

- Get regular check-ups
- Get plenty of rest
- Eliminate bad habits
- Learn every day
- Connect to your spiritual side
- Take up a hobby
- Spend quality time with family/friends
  - Get your personal finances in control
    - Invest wisely
    - Retirement
    - Insurance
    - Death planning
  - Be honest at all times
  - Follow through on promises
  - Prioritize your activities at the light of your mission statement

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Leadership Strategies
Lead others

- Improve your communication skills
- Learn behavioral modalities
- Learn communication modalities
- Practice servant leadership
- Respect others lives
- Care about those you lead
- Learn motivational factors
- Catch people doing things right
- Praise others extensively (but sincerely)
- Be honest with others
- Hold people accountable for results
- Hold people responsible for their actions
Leadership Strategies
Lead your company

- Craft your company’s core values
- Craft your company’s vision/mission
- Get right people in right seats
- 10 year vision; 3 year target; 1 year plan; quarterly rocks
- Assign everyone a number/a score card (weekly)
- Set regular meetings at all levels
- Work ON the business, not IN the business
- Align all plans and activities on core values, vision and mission; reinforce at each meeting; gather stories
Questions?
Thank You