

CULTIVATE YOUR CULTURE

The Advantage of a Clearly Defined Company Culture

People come to work for the money, but stay for a culture they believe in. When a business has a good culture, it becomes more than a job to the employees, it becomes a part of their identity, something they are proud and excited to be a part of. While managers certainly play a role, the success of a company is driven by a culture that all members embrace and are equally engaged in. A positive culture leads to success because it enables the company to build on its values and ensures everyone is aligned as additional members join. It also influences retention and empowers one to keep the employees who are most compatible with the company's values. While all companies have some degree of culture, there is a difference between those who intentionally design and achieve a culture versus those who do not.

For many firms, it is the leaders' personalities that determine the culture. This is common in smaller organizations where members frequently interact with the owner or key managers, meaning their personality, mood, and individual goals play a key role in how people behave and what is prioritized. As a business grows a clearly defined vision and values can improve the delegation of work, ensure employees are aligned, and make it easier to develop a common culture. Without a clearly defined set of values, the organization can experience poor results and fail to achieve the owner's desired outcomes. This is why it's critical to intentionally create and maintain a clear set of values, visions, and culture.



Values: *The guiding principles that inform a company's decisions.*

Culture: *The work environment, the formal and informal ways of working which define the daily work experience for employees.*



Highly successful firms use distinctly defined visions and values to shape the culture. In these firms, the leaders have taken the time to outline what success is to them, considered which principles and values to prioritize to achieve this vision, and apply these ideas to daily operational decisions until it becomes second nature. In addition to ensuring that they are consistent with the desired culture in their own actions, these leaders provide tools and resources to clearly communicate the intended culture to others, unifying employees and maintaining core values without needing direct oversight. Companies with strong corporate cultures are often renown for achieving such a feat and find more success. Chic-fil-a and Southwest Airlines are known for their great cultures and have the performance to match.

Cultivating a strong set of values and bringing them to live in daily actions is key to effectively scaling your business. By defining your company's values your staff will be able to act in accordance with your vision without needing your presence. This is essential as the team grows and there is less direct interaction with each subordinate. Additionally, the employees who are most compatible with your vision will be retained as they are the most comfortable working in such an environment. A strong culture produces consistency and quality across the organization, enabling leaders to better achieve their desired outcomes, including higher quality products and services that often exceed customer expectations. Creating a strong culture can be a challenge for all levels of management, though with the right people by your side, it can be easy to achieve. Reach out to our experts at info@blueanchorsgrp.com to learn more about how we can help you cultivate the culture you need for your company!

Cultivate Your Culture to Achieve Your Desired Outcomes!



Blue Anchors LLC