

Culture is the WAY

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Matt Mayberry is an internationally acclaimed keynote speaker and one of the worlds foremost thought leaders on leadership development. He writes for Forbes, Fortune and appears on NBC, ABC, Fox news etc.

**“Customers will never love a
company until the employees
love it first” – Simon Sinek**

The characteristics that drive the best football teams drive corporates too. A strong commitment to excellence, an emphasis on teamwork, practicing like a champion every day and having resilience.

Three key lessons from great coaches:

1. Develop a burning desire to improve culture
2. Generate and bring positive energy daily
3. Don't just manage people, coach them.

Culture wields enormous power,
it creates a dynamic workplace
and drives extraordinary
levels of execution.

Culture is the lifeblood of organizational excellence. The core, the energy, the genetic code.

Every organization has a culture by design or a culture by default. The intentional building of culture needs as much rigor as sales and operations strategy.

Culture precedes positive
results.

Culture is NOT

1. Culture is not flexibility to work 3 days from home
2. Culture is not wearing what you want to wear to work
3. Culture is not having the liberty to do what you want
4. Culture is not about having a manager who doesn't hold you accountable
5. Culture is not about reciting company mission in team meetings
6. Culture is not about keeping everyone happy

(my addition - culture is not about props like T shirts, mugs etc, its not about tamasha events like pizza day, coffee day, brownies day. This is very

Five key elements of a positive culture

1. Employees energy, excitement and value
2. Alignment and togetherness
3. Clear expectations
4. Accelerate execution
5. Talent attraction and development

There are many shiny objects
in every organization and
leaders try to follow the fad
as opposed to driving the
future.

Our world is already in zoom mode, fast paced, stress driven. Days go by in a blur.

The five roadblocks to cultural excellence

1. Lukewarm leadership buy in
2. All slogans and no action
3. Temptation of instant gratification
4. Distortion and distraction
5. Lack of cascading change

Culture guides discretionary behavior and it picks up where the employees handbook leaves off.

You should as a leader never apologize for being obsessed with excellence. You must expect the best from yourself and those you lead.

Culture is in many cases top
down directed but bottom up
created.

Building a superior world class culture cannot be rushed. It is not about an annual retreat with a top down approach.

Culture reflects the reality
of people working together
every day.

Common culture pain points

1. Poor preparation and planning
2. lack of understanding and relatability
3. misrepresentation of mindsets and behaviors
4. Insufficient communication strategy
5. absence of shared behavioral shifts
6. failing to highlight positive examples

"There are only two ways to influence human behavior - you can manipulate it or you can inspire it". Simon Sinek

As a leader keep the main
thing as the main thing in
business

Be a champion of talent,
attract the best and develop
them for a good culture.

Do more, become more, set the
standard, make a difference,
be a chief culture driver.