

UNDERSTANDING CULTURE ENHANCEMENT

How Your Mindset Affects Team Culture and Business Performance

Company culture has a direct and lasting impact on company success. It affects employee job satisfaction, retention, quality of work, motivation to excel, level of effort, respect for others, effectiveness of communication, overall caring for one's personal work performance, regard for co-workers, and company success.

Poor company culture spoils and deteriorates employees' perceptions of their jobs, co-workers, and employers. Personal effort and work production plummet, managers fail to motivate teams and achieve production goals, and the company struggles to generate revenue and compete with rivals.

Poor worker retention is one of the most significant impacts of poor company culture. In an earlier 2021 survey, workers said they quit their jobs because of low pay (63%), no opportunities for advancement (63%), and feeling disrespected at work (57%). High worker turnover damages profits, slows growth, distracts managers, adds cost, and drains worker morale.

Alternatively, a positive company culture imbues mutual respect for others, a caring and transparent work environment, growing job satisfaction, higher employee retention, and sustainable, competitive growth. A thriving company culture drives employee engagement, accelerating company growth.



Is Your Company Culture Suffering?

Symptoms of a regressive company culture include high staff turn-over, low productivity, poor quality of work, employee in-fighting and tribalism, separatism of management from rank and file, inconsistent application of rules and policies, growing resentment, ineffective top-down communication, lack of growth, declining sales, terrible company reviews, and more.

Cultural Indicators

Employee Stress - A toxic work culture can also make employees feel more stressed—which can lead to a host of adverse outcomes, including absenteeism, which leads to even more stress for workers who are expected to compensate for missing co-workers. Employee stress also leads to higher accident and injury rates, higher worker's compensation claims, increased production mistakes, lost productivity, and lower morale.

Decreased Engagement - A toxic culture causes engagement to plummet. This can lead to poor outcomes for the employee and the business. According to research outlined in the Harvard Business Review, disengaged workers had 37% higher absenteeism, 49% more accidents—including 18% lower productivity, 1% lower profitability, and 37% lower job growth.

Managers Are the Linchpin

Managers are the front line for creating the type and tone of your company's culture. It all comes down to how managers treat, respect, care for, and communicate with each employee.

Managers should always ask themselves: Am I alive to the needs, hopes, challenges, dreams, and aspirations of others? This is an outward mindset. An outward mindset means you are focused on others and what is important for the team, rather than only on their results.

Managers who only care about themselves—an inward mindset—will foster a poor company culture. Managers who instead focus on the people on their team (over themselves)—an outward mindset—will project genuine caring for others, develop mutual respect with their workers, establish greater transparency and effective communication, create better job satisfaction... and get better performance out of their team!



Developing an Outward Mindset

The essential behaviors for building a positive company culture are making people feel valued, respected for their efforts, and treated fairly. This leads to a more positive work environment and increased productivity... the essence of a positive company culture.

Driving the Change

Developing a positive company culture occurs with a shift from an inward mindset to an outward mindset. Having an outward mindset is the foundation for improving employee relationships, and it starts by asking a simple question: **"How do I Make Things Harder for you?"**.

Asking another person how you have made things more challenging for them will open up responses that have previously been ignored or subdued.

The next question to ask (yourself) is: "How do my employees experience their work every day?". Truly considering their day-to-day experiences will be highly revealing about one's mindset and the type of company culture your workforce is experiencing.

Transitioning to an outward mindset requires leadership development and a true commitment to driving change. Fostering collaboration between managers, leadership, and employees, along with some organizational

restructuring, helps with this transition. The process also unlocks new key metrics that help leaders track and improve team performance.

Factors that Contribute to Company Culture

1. How the organization treats its employees.
2. The validity of the company's mission statement.
3. How decisions are made and communicated.
4. How people communicate with each other.
5. Transparent expectations around work efforts.

Steps to Developing Company Culture

1. Define your values as a company.
2. Define your commitments to your employees.
3. Set goals and map out objectives to achieve.
4. Ask your team what they want to see.
5. Develop a plan for working your culture into the day-to-day work experience.

Conclusion

Culture is built around diversity – no two employees work the same, think the same, respond the same, or share the same priorities or values. Yet we want and expect everyone to be productive, work together, achieve desired business goals, and do so with a minimum of friction. This can only be accomplished by embracing the diversity of all employees as individuals.

Changing your mindset outward is about seeing others as people who matter as much as you do and understanding our impact on others. This becomes the foundation for a company to meet organizational challenges and achieve sustainable growth.

