

Spring

Launching the next generation.





Culture as Capital: The Investment that Pays Dividends

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One word to
describe your

Company's
Culture

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Bad culture is a long-tail liability.

Promise to myself

Never again.

Study. Learn.
Understand.
Impact of culture
Power of culture.

Practice. Measure.

Be a *culture builder*.



How to **Sniff Out** Culture

Welcome
Vibe
Meetings
Recognition
Decisions
Time
Rituals

Between employees daily? Newcomers?
Office space. Cynical or hopeful? Loud or quiet?
Who speaks? Nodding or dissent?
Formal and informal. Who? Why? How?
Who? Top down? Fast or slow?
Humane view or martyr?
Written tone. Dress. Language. Sneezes.

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Culture:
Not wallpaper

Foundation

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Culture

Shared set of workplace beliefs, values, attitudes, standards, purposes and behaviors.

Culture

Reflects both the written and unwritten rules that people in an organization follow.

Culture

The sum of all that you and your colleagues think, say and do as you work together.



Company culture is the
personality of your organization.



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Why culture matters

88%

attribute success to strong culture

58%

leave due to culture

76%

of culture set by manager

\$223B

cost of turnover due to culture

What good
culture
creates

Profitability
Innovation
Adaptability
Competitive edge

*What else
does it create?*

Culture is a business decision.



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Top 5 Forces that Shape Culture



Leadership

70% of engagement variance tied to leader



Values

4x more engagement when purpose inspires



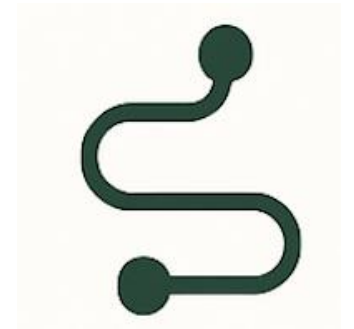
Everyday Rituals

+30% belonging
+26% retention



Communication Climate

86% blame failure on poor comms



People Journey

69% stay **3+years** with great onboarding

Honor

Spark
Innovation
Trust
Resilience
Speed

77%

culture is #1
concern

Ignore

Wildfire
Silos
Knowledge loss
Friction
Stagnation

3 ways to **Lead** Culture

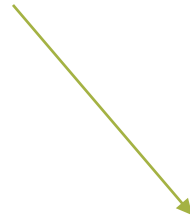


Values embodiment

Got them?

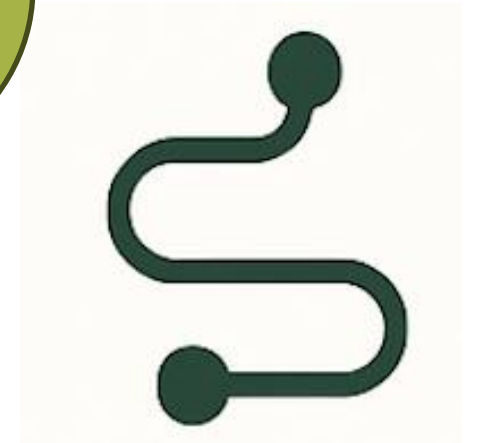
Animate them daily.

Hire, fire make decisions based on values.



Recognition

Achievements
Milestones
Culture carrying
Personalized
Purpose-connected



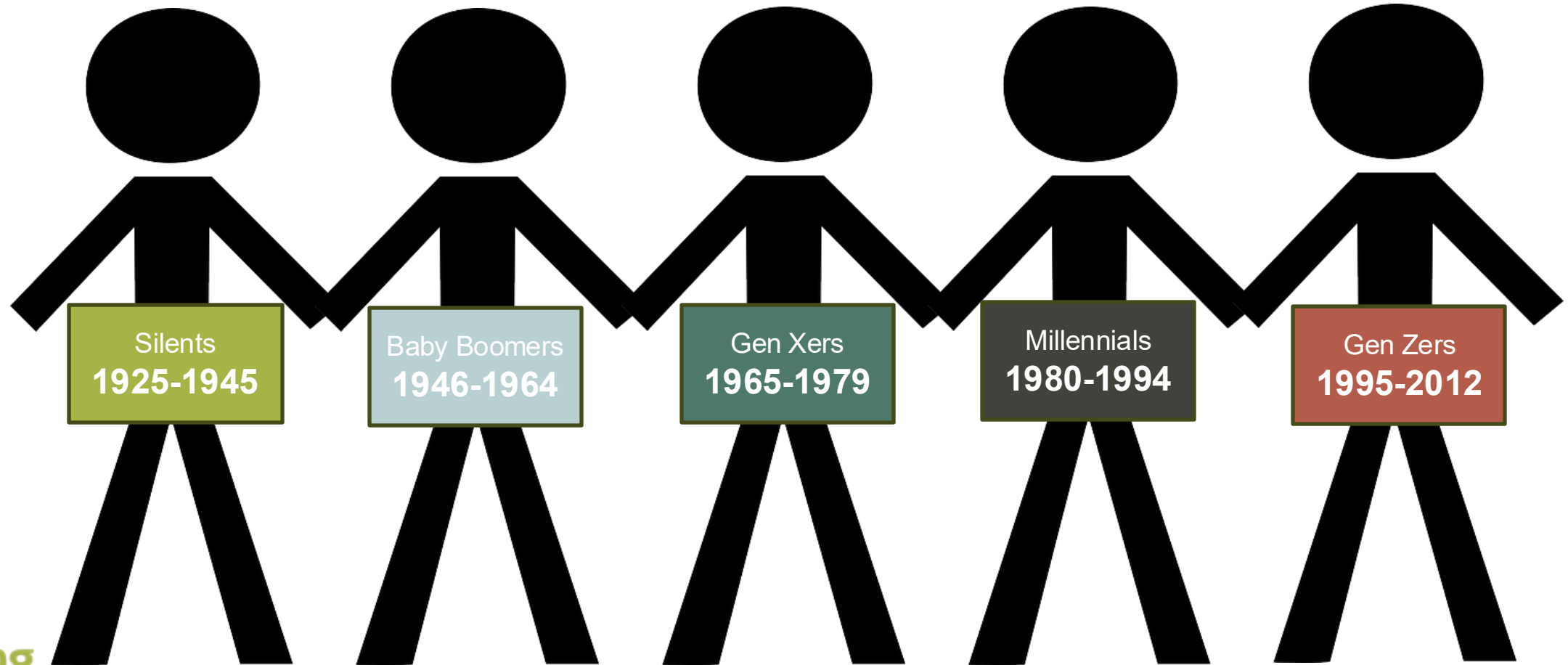
On and off boarding programs

High-five hellos.
Good good-byes.

Intentional.

Outlouded. Guided.

Defining years of each generation



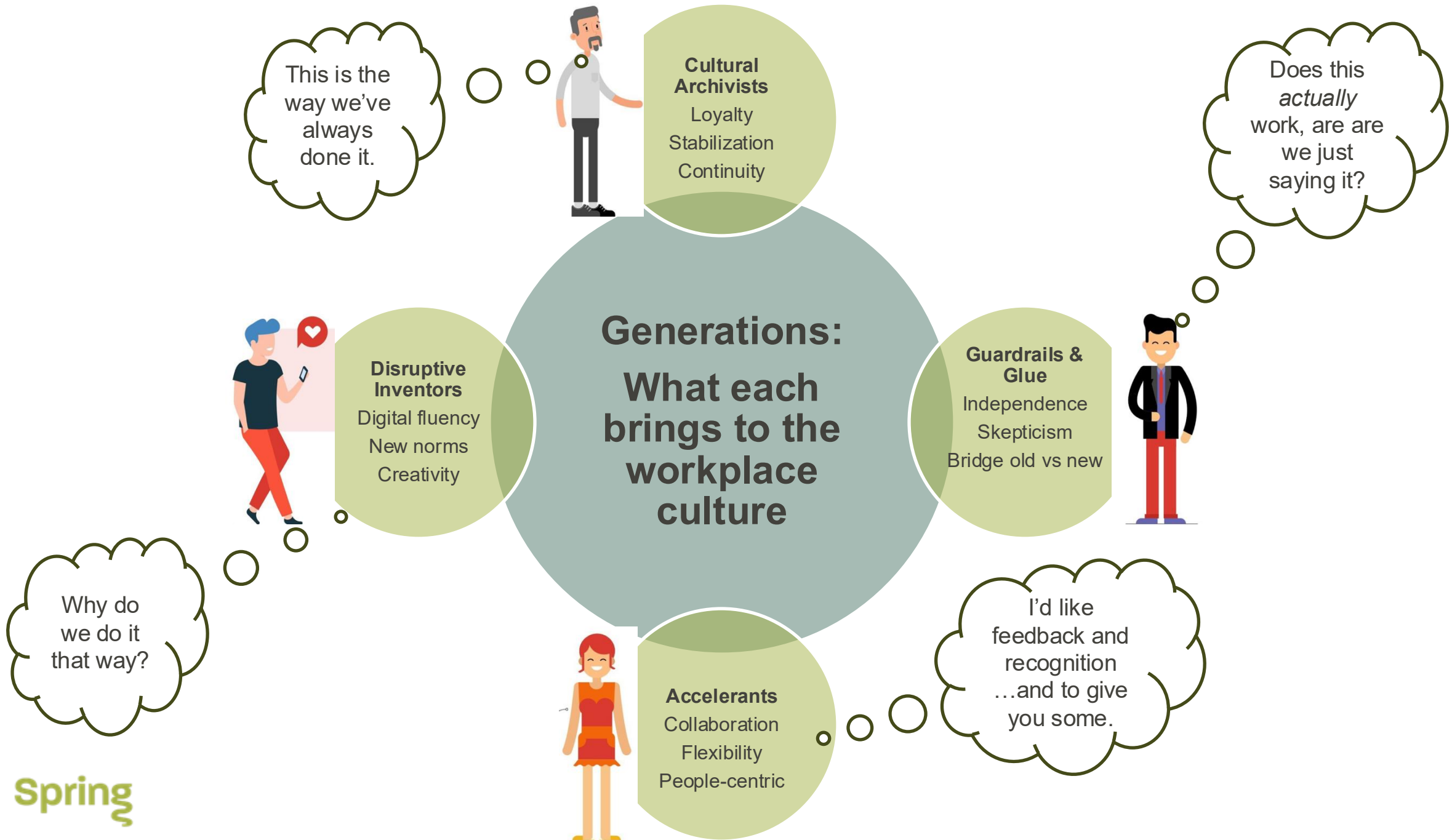


Zers:
Solar panels, electric plug ins

Gen X: Support beams

Millennials:
Open rooms, vast windows

Boomers: Foundation, origins



What's **the state** of your company's culture?

- Q. What's held truer: the values or the gossip?
- Q. When leadership speaks, do people lean in or roll their eyes?
- Q. Would you want your child, sibling or best friend to work here?
- Q. Do more people leave work energized, inspired or exhausted, resentful?
- Q. When someone violates our values, do we call it out or look the other way?

Grade?

Current state of culture in the arts

Burned out

Fragile

Idealistic

Sacrificial

Adapting

Collaborative

Passion-led

Evolving...slowly

You.
Honor forces.
Lead culture.

Culture is capital.

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Current Best in Culture Class: Why they are



Commonalities?

of Omaha

Values driven
Recognition

Core values: "Words we live by"
Learning and growth
Recognition

Values led
Individuality (DEI and ERGs)
Professional development
Recognition

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Measure.

Don't complicate. Just start.

One question...

What does it feel like to work here right now?

Listen. Attend.



Culture:

Not wallpaper

Not mission

Not brand

Foundation

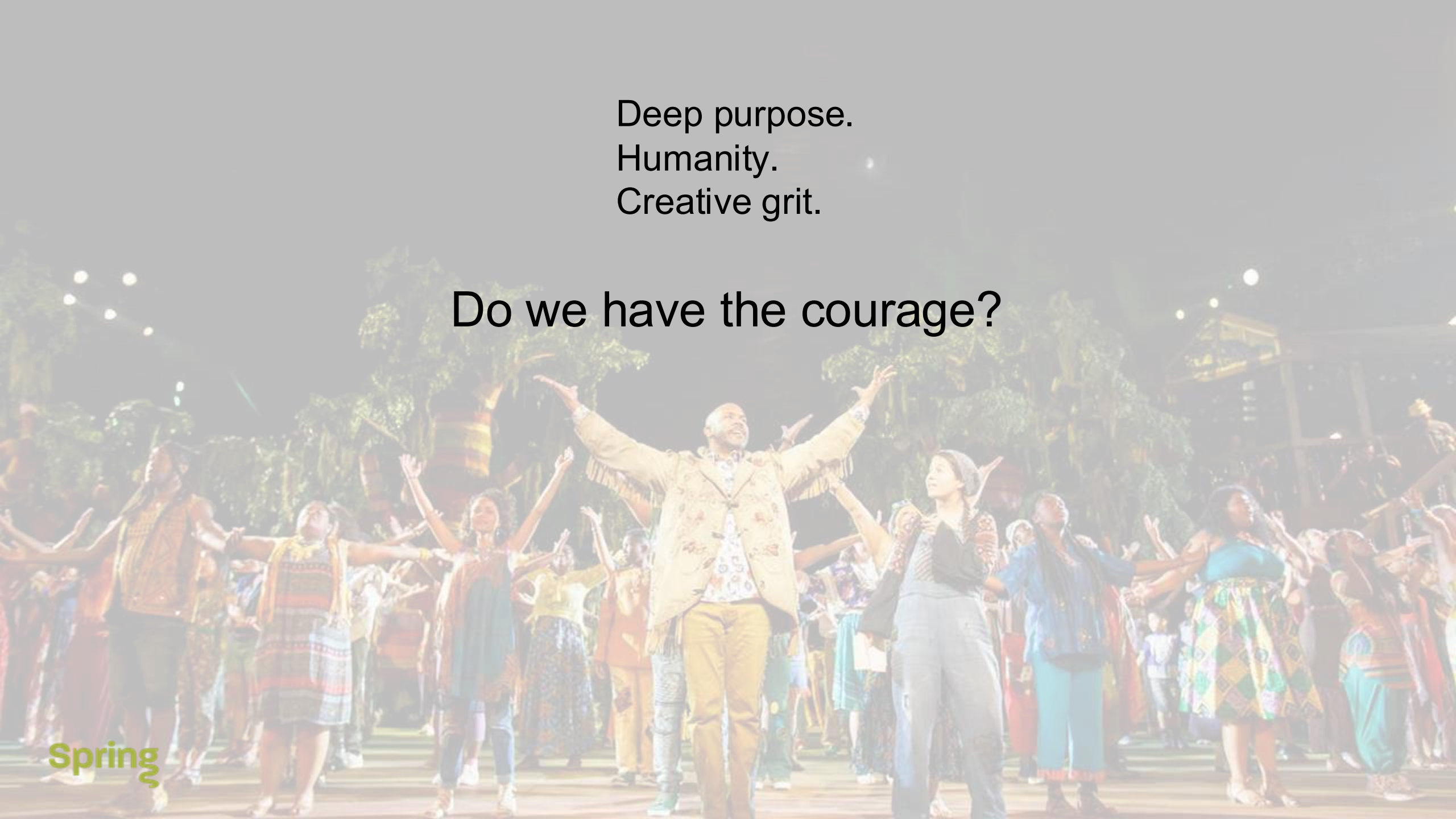
What it feels like to work here

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Deep purpose.
Humanity.
Creative grit.

Do we have the courage?

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Culture is capital.
Our biggest ROI.
Our fuel to do *everything else*.

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