

INNOVATION
FLEXIBILITY
SCALE
RECRUITMENT
ACQUISITIONS
CREATIVITY
LEADERSHIP
BRANDING
ALLIANCES

CULTURE

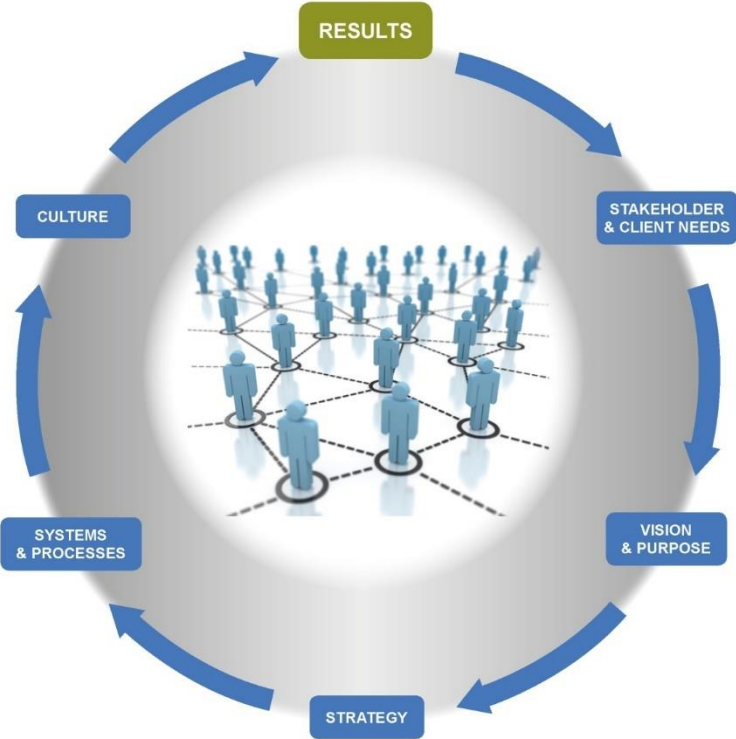
RETENTION
SUPPLY CHAIN
CAPITAL
TALENT
PROCESS
PRICING
BOARD STATURE
SYSTEMS
ADVERTISING
CUSTOMERS
EXECUTION
LOGISTICS
DATA
LOCATION
TECHNOLOGY

Building a Winning Culture



Accelerating Results

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FranklinCovey UK & Ireland





What is **Culture**?

Culture is the...

- Spoken and unspoken values, norms and systems
- Nature of the relationships
- Collective behaviour of your people

Too many organisations leave building
their culture to chance.

GREAT CULTURES are designed intentionally



So how do you **build** a **winning culture**?



WINNING CULTURES

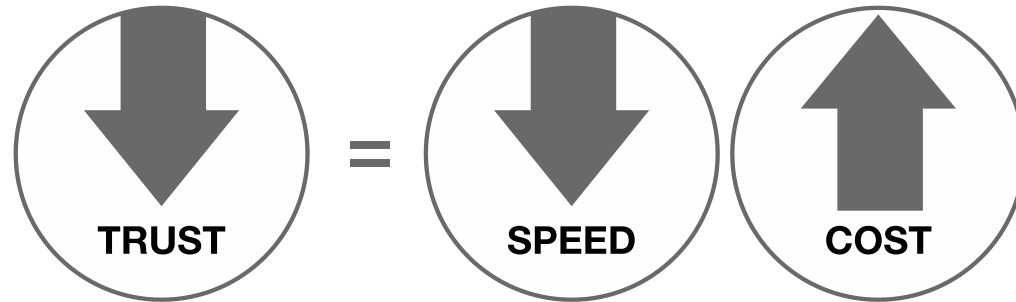
Designed intentionally
Established framework
Common language
Leader-led

Leaders are expected to:
Manage change and lead
high-performing teams that are:
Agile
Collaborative
Innovative
Engaged

You can't do any of these
things well, without **Trust**.

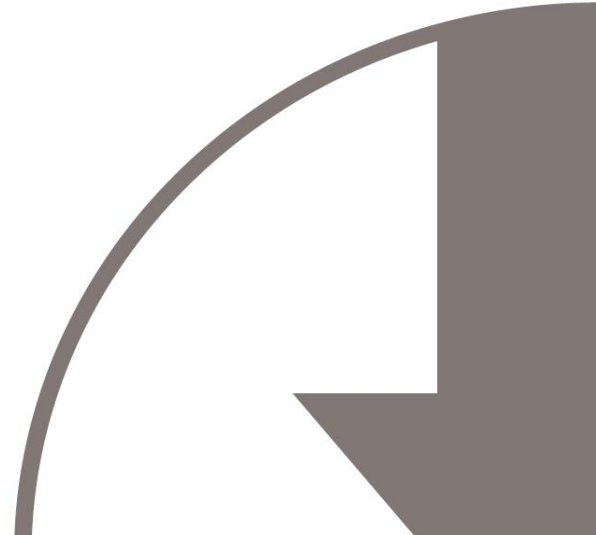


Trust as a 'Tax'

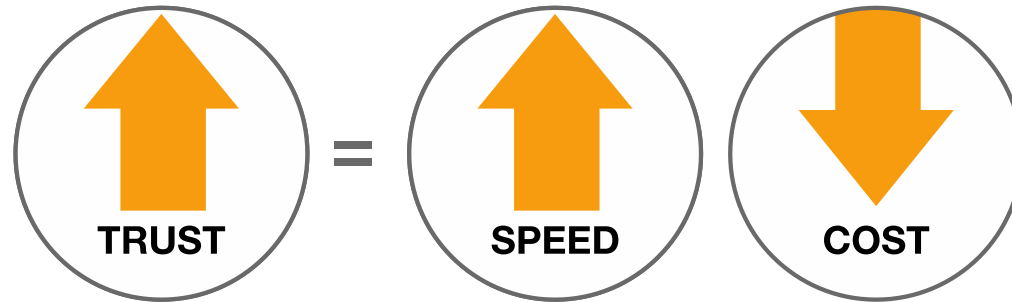


Trust Tax Examples

- Redundancy
- Bureaucracy
- Politics
- Disengagement
- Turnover
- Customer Churn
- Fraud



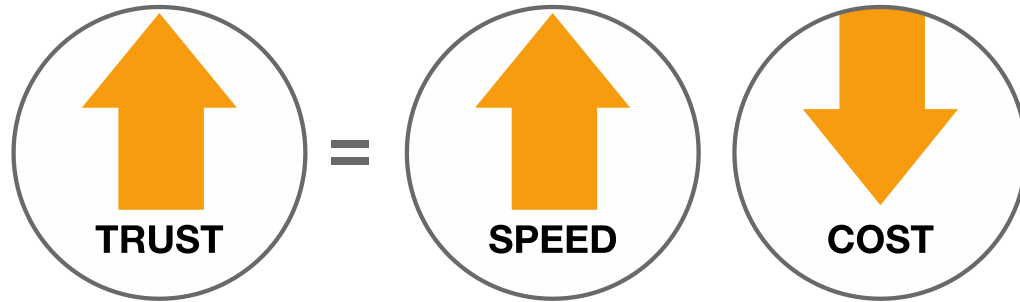
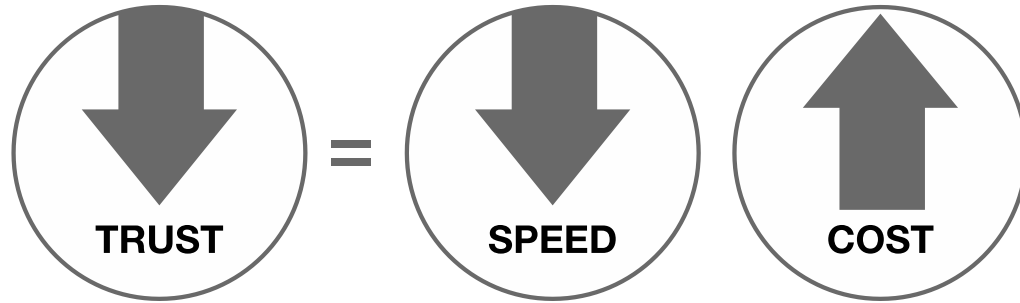
Trust as a 'Dividend'



Trust Dividend Examples

- Increased stakeholder value
- Accelerated growth
- Enhanced innovation
- Improved collaboration
- Stronger partnering
- Better execution
- Heightened loyalty





Consider your **most** important cultural or strategic challenge that you need to execute on – right now...

What are some 'Taxes' that are slowing the organisation's ability to deliver on this?

WHAT IS TRUST?

Trust is confidence born of the **character** and **competence** of a person or an Organisation.
The opposite of trust is suspicion.

The 5 Waves of Trust

THE 5 WAVES OF TRUST



A high-trust culture is
built on a foundation of...

1. Credibility
2. Behaviour



There are specific behaviours that are foundational to every healthy, high-trust culture.

There are **Counterfeit** behaviours common to every unhealthy, dysfunctional low-trust culture.



1 Talk Straight

2 Demonstrate Respect

3 Create Transparency

4 Right Wrongs


5 Show Loyalty

Give credit to others. Speak about people as if they were present. Represent others who aren't there to speak for themselves. Don't "bad-mouth" others behind their back. When you must talk about others, check your intent. Don't disclose others' private information.

OPPOSITE

To take credit yourself; to betray others.

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6 Deliver Results

7 Get Better

8 Confront Reality

9 Clarify Expectations


10 Practice Accountability

Hold yourself accountable first; hold others accountable second. Take responsibility for results, good or bad. Be clear on how you'll communicate how you're doing—and how others are doing. Don't avoid or shirk responsibility. Don't blame others or point fingers when things go wrong.

OPPOSITE

To not take responsibility or "own up": "It's not my fault."

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11 Listen First

12 Keep Commitments


13 Extend Trust

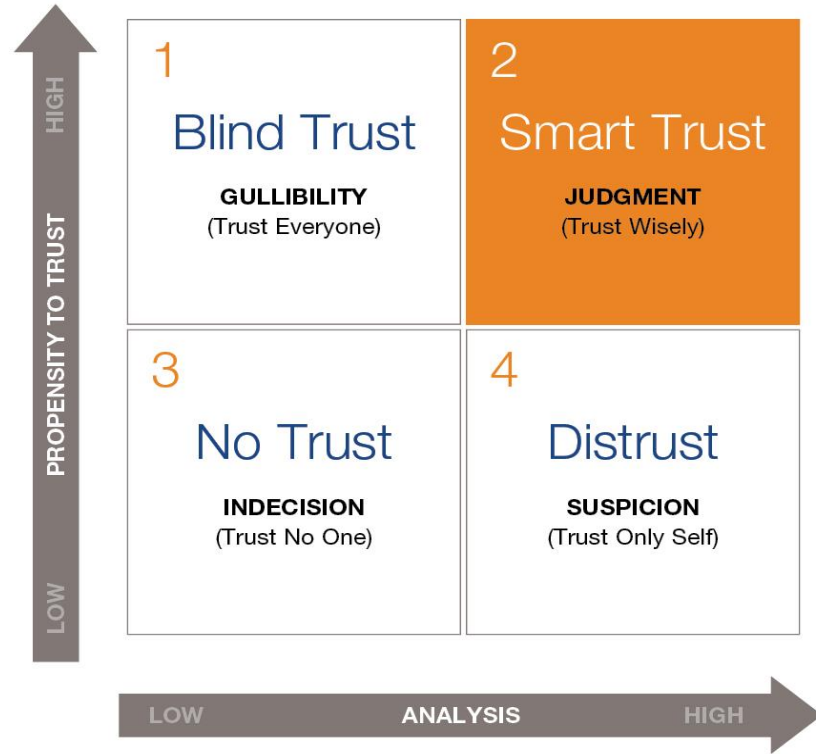
Demonstrate a propensity to trust. Extend trust abundantly to those who have earned your trust. Extend trust conditionally to those who are earning your trust. Learn how to appropriately extend "Smart Trust" to others based on the situation, risk, and credibility of the people involved. Don't withhold trust because there is risk involved.

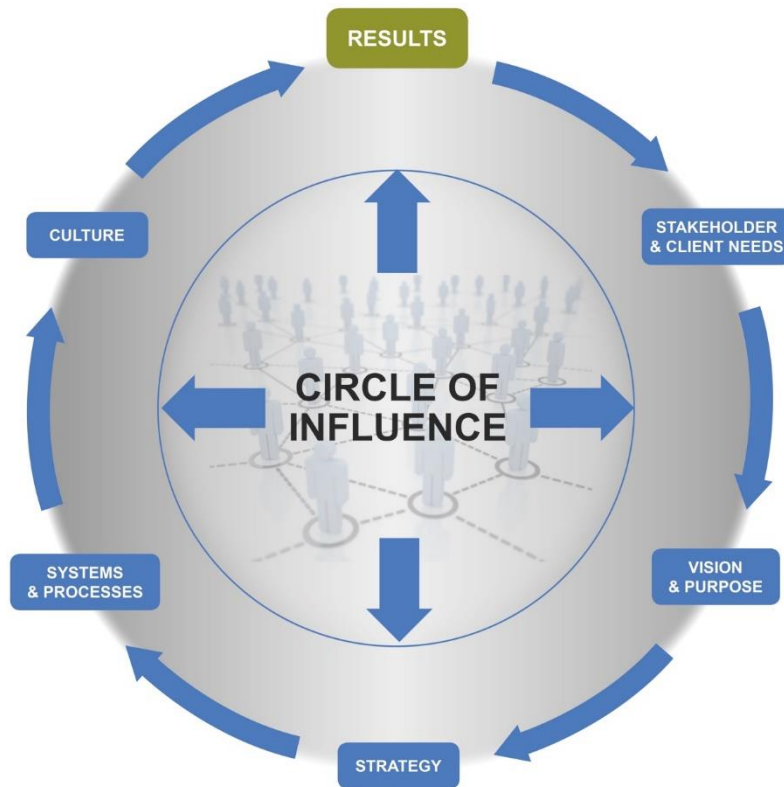
OPPOSITE

To withhold trust.

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Or call 01295 274166 to attend a complimentary event.