Creating a Workplace Culture of Innovation, Productivity, and Sustainability

Build It and They Will Come... And Stay

DR. MARIA CHURCH, CEO
Agenda

PART 1: Business Case

PART 2: 7 Layers of Culture

PART 3: How to Affect Positive Change Strategies

PART 4: Q & A
BUSINESS CASE

GALLUP

• 70% of American workers are not working to their full potential
• 52% of those workers are disengaged
• 18% are actively disengaged
• 71% of FT State and Local Government workers are unhappy or disengaged
• Costing an additional $8K to $15K for every employee earning $40K - $80K
Glassdoor and Indeed = company’s employment brand is now public information
If it’s not a great place to work, people find out fast
Glassdoor database shows the average employee gives their company a C+ (3.1 out of 5) when asked if they would recommend their organization to a friend
The 2021 Work Trend Index showed that 41% of the workforce is considering leaving their employer this year.
95% of candidates believe workplace culture is more important than compensation

5% of candidates value compensation over culture
“Culture eats strategy for breakfast.”
– Peter Drucker
ORGANIZATIONAL CULTURE

Physical

- Outward vestiges
- Signage
- Art
- Images
- Plaques
- Greeting

© Dr. Maria Church International LLC 2013
Language

- Communication quality
- Shared language
- Unique to Industry
Ceremonies

- Formal ceremonies
- Appreciation luncheons
- Award dinners
- Informal rituals
- Birthdays
Stories

- Positive
- Negative
- Myths and legends
- History
- Humor
Beliefs

- Drives behavior
- Pygmalion effect
**Values**

- Fuel organizational and ethical beliefs > behaviors
- Conscious and unconscious
- Individual and collective
- Foundational
Assumptions

- Feed the entire organization
- Mental models
- Judgments
CORE CULTURE

• Build your strategies around your core culture.
• To innovate, people must feel safe.
• For people to stay, they must have a head/heart connection = meaning
How to Affect Positive Change

1. BEGIN WITH WHY
2. YOUR POV (POINT OF VIEW) - HOW YOU DO YOUR WHY
3. GET VERY CLEAR ON YOUR NON-NEGOTIABLE VALUES
4. PRACTICE STRATEGIC STORYTELLING
5. INTEGRATE CORE CULTURE INTO YOUR CEREMONIES AND RITUALS
6. ALIGN LANGUAGE WITH CORE CULTURE
7. ALIGN PHYSICAL SPACE WITH CORE CULTURE
Culture Assessment

Because you attended this session, we would like to gift you a complimentary workplace assessment to measure fear and love in your organizational culture.

We will work with your point of contact to collect data, interpret, and present survey findings to you.

To schedule your assessment, scan with your phone or click here.

Questions? Call us at (480) 535-5023
Q & A

Maria.Church@GovernmentLeadershipSolutions.com