DR. MARIA CHURCH, CEO

Build It and They Will Come... And Stay

Creating a Workplace Culture of Innovation, Productivity, and Sustainability

GOVERNMENT
LEADERSHIP
SOLUTIONS

Agenda

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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

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SOCIAL SITES

- 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

MICROSOFT

The 2021 Work Trend Index showed that 41% of the workforce is considering leaving their employer this year.
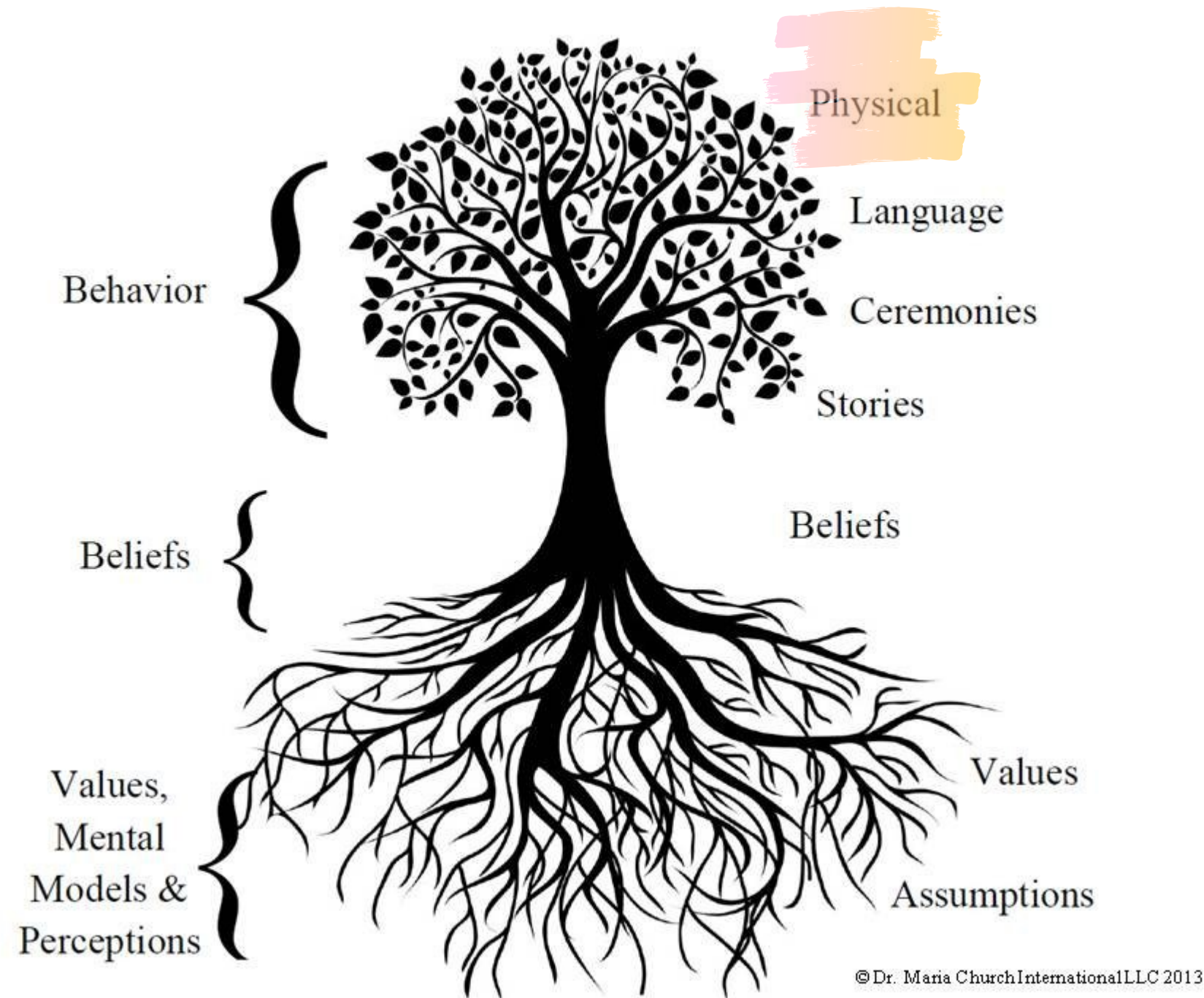
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Forbes

95% of candidates believe workplace culture is more important than compensation

5% of candidates value compensation over culture

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Government Leadership Solutions

"Culture eats strategy for breakfast."
– Peter Drucker

Behavior {
Beliefs {
Values, Mental Models & Perceptions {

Physical
Language
Ceremonies
Stories
Beliefs
Values
Assumptions

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Physical

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

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Language

Behavior

Physical
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Beliefs

Beliefs

Values,
Mental
Models &
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Assumptions

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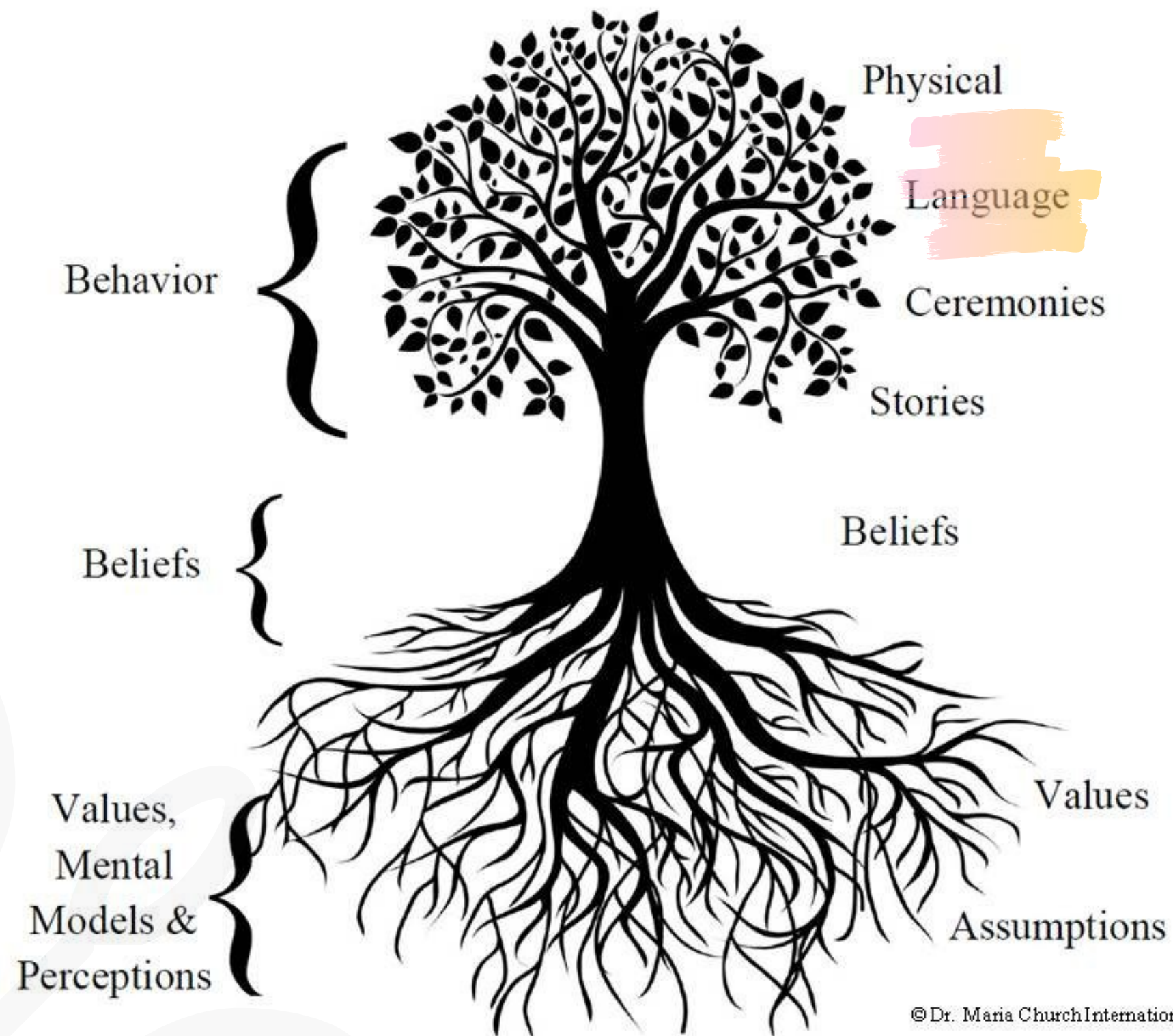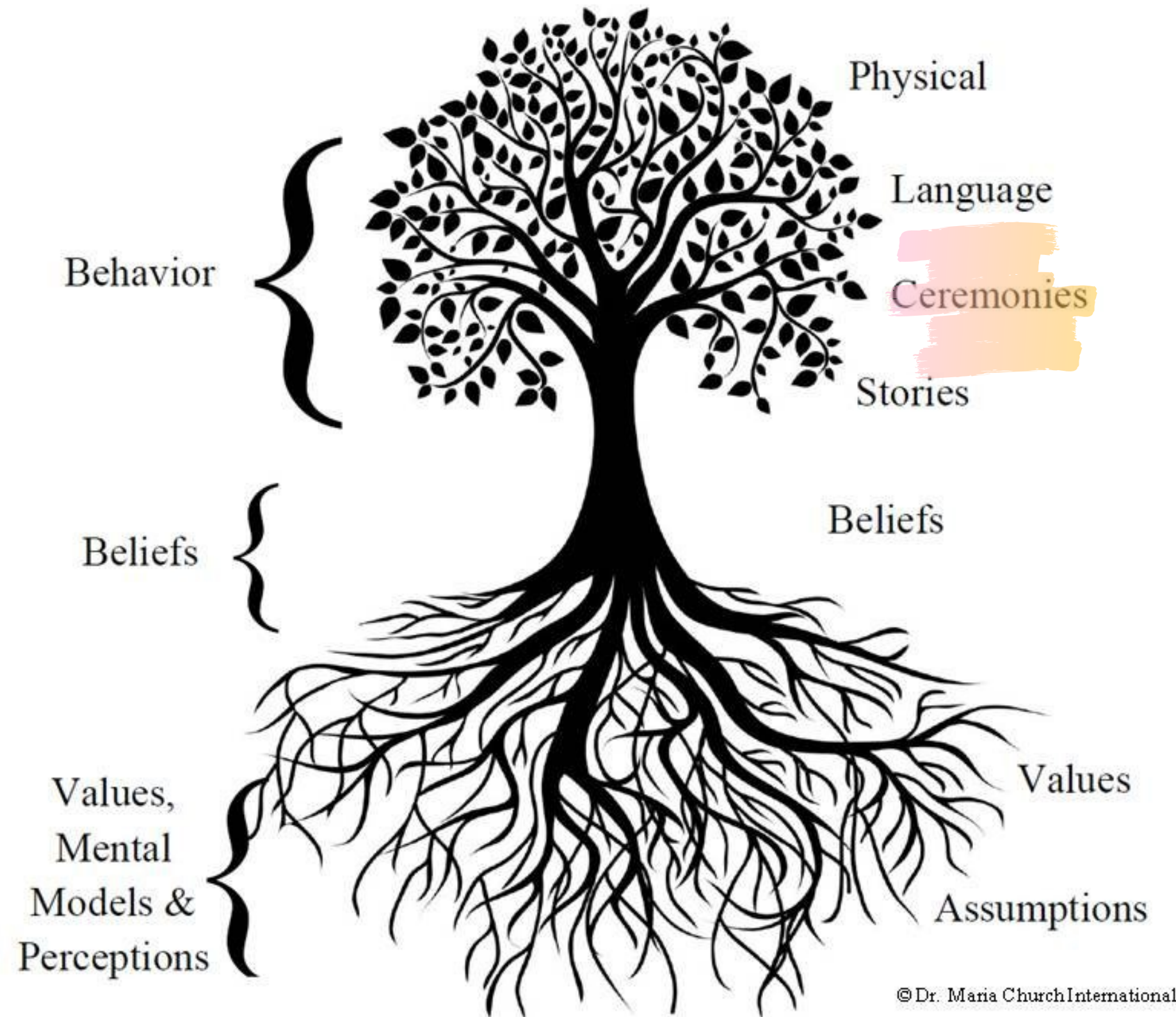
- Communication quality
- Shared language
- Unique to Industry

Ceremonies

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

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Behavior {
- Physical
- Language
- Ceremonies
- Stories

Beliefs {
- Beliefs

Values, Mental Models & Perceptions {
- Values
- Assumptions
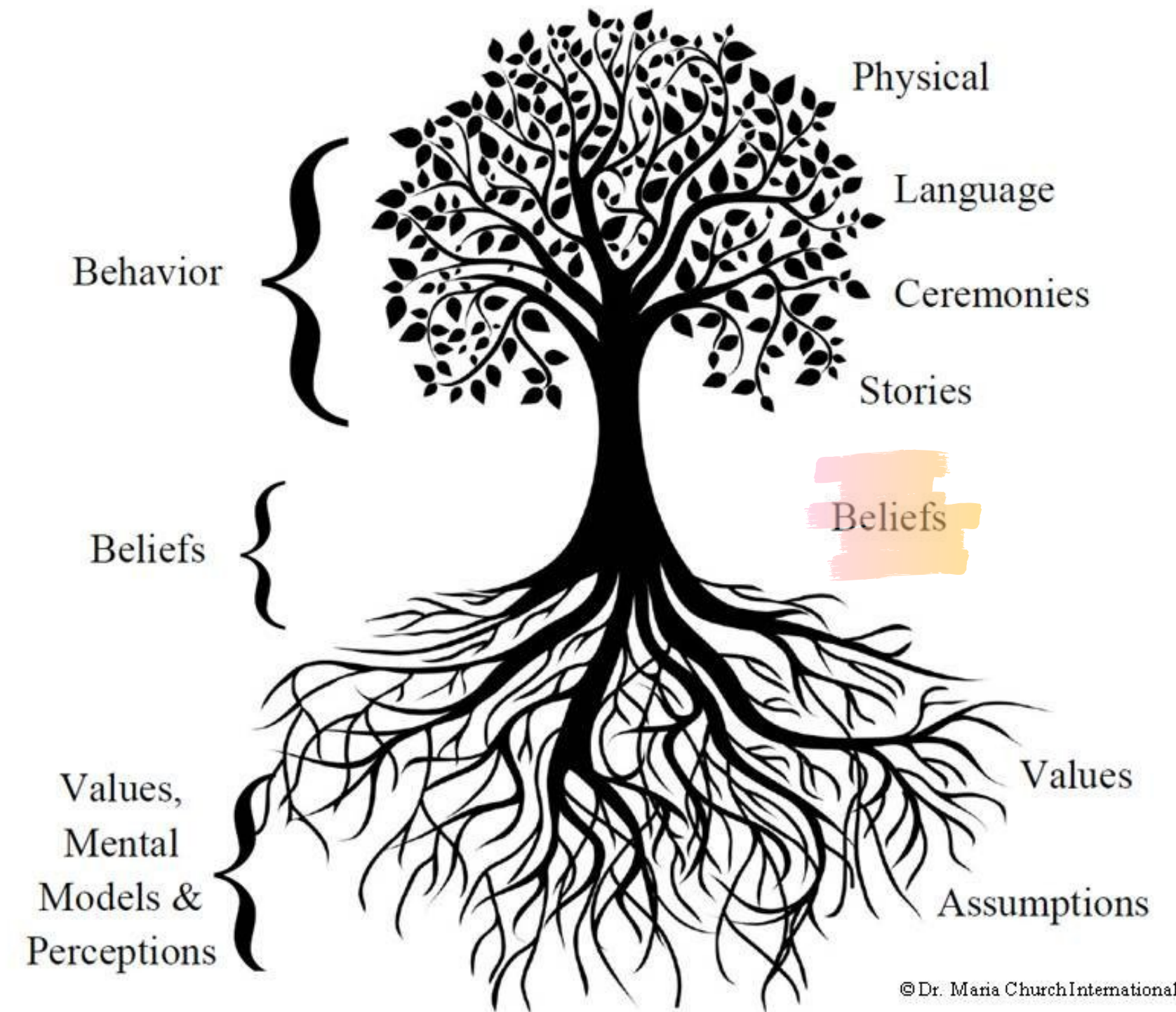
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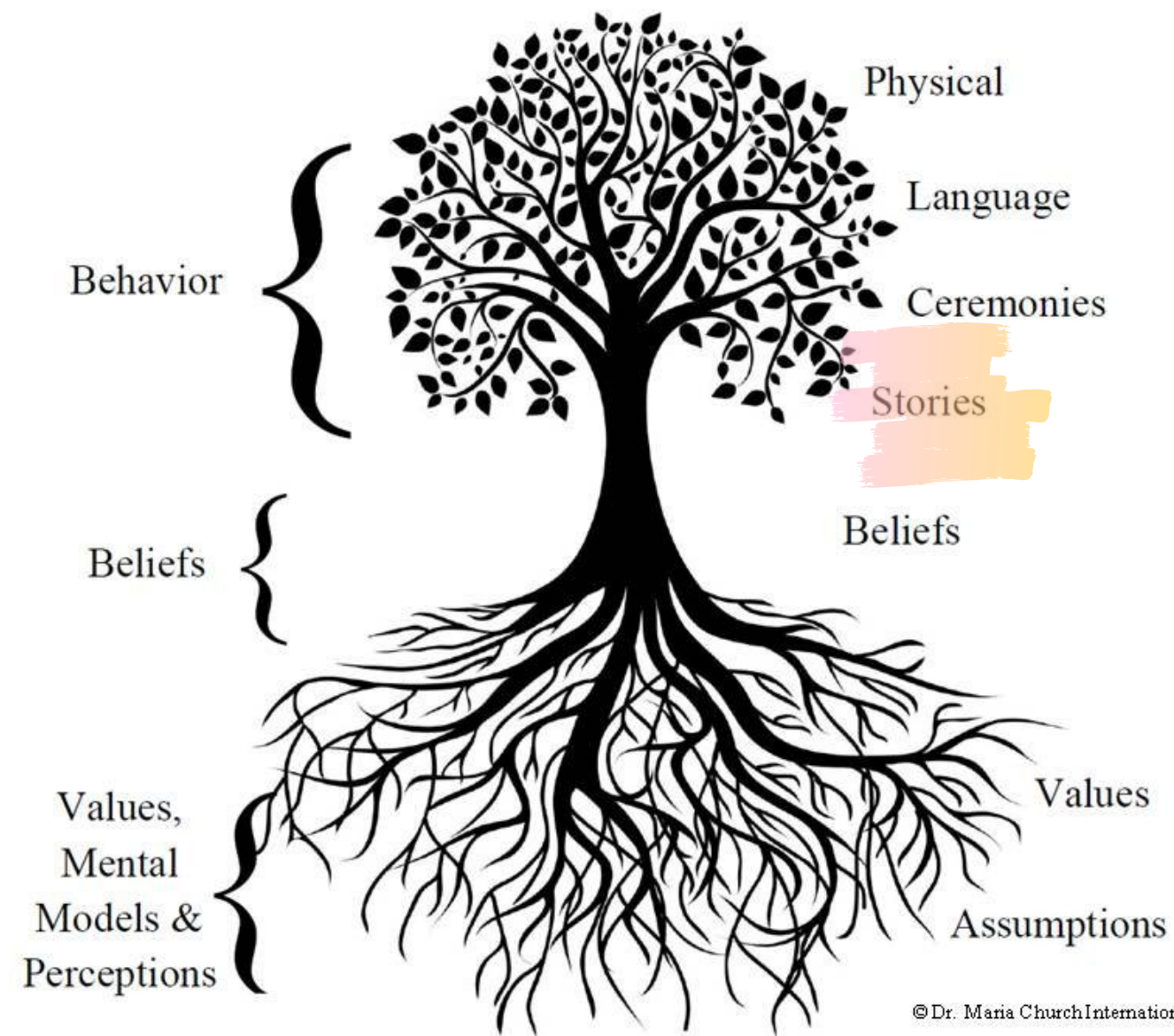
Stories

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

Beliefs

- Drives behavior
- Pygmalion effect

Physical
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Behavior
Beliefs
Values, Mental Models & Perceptions

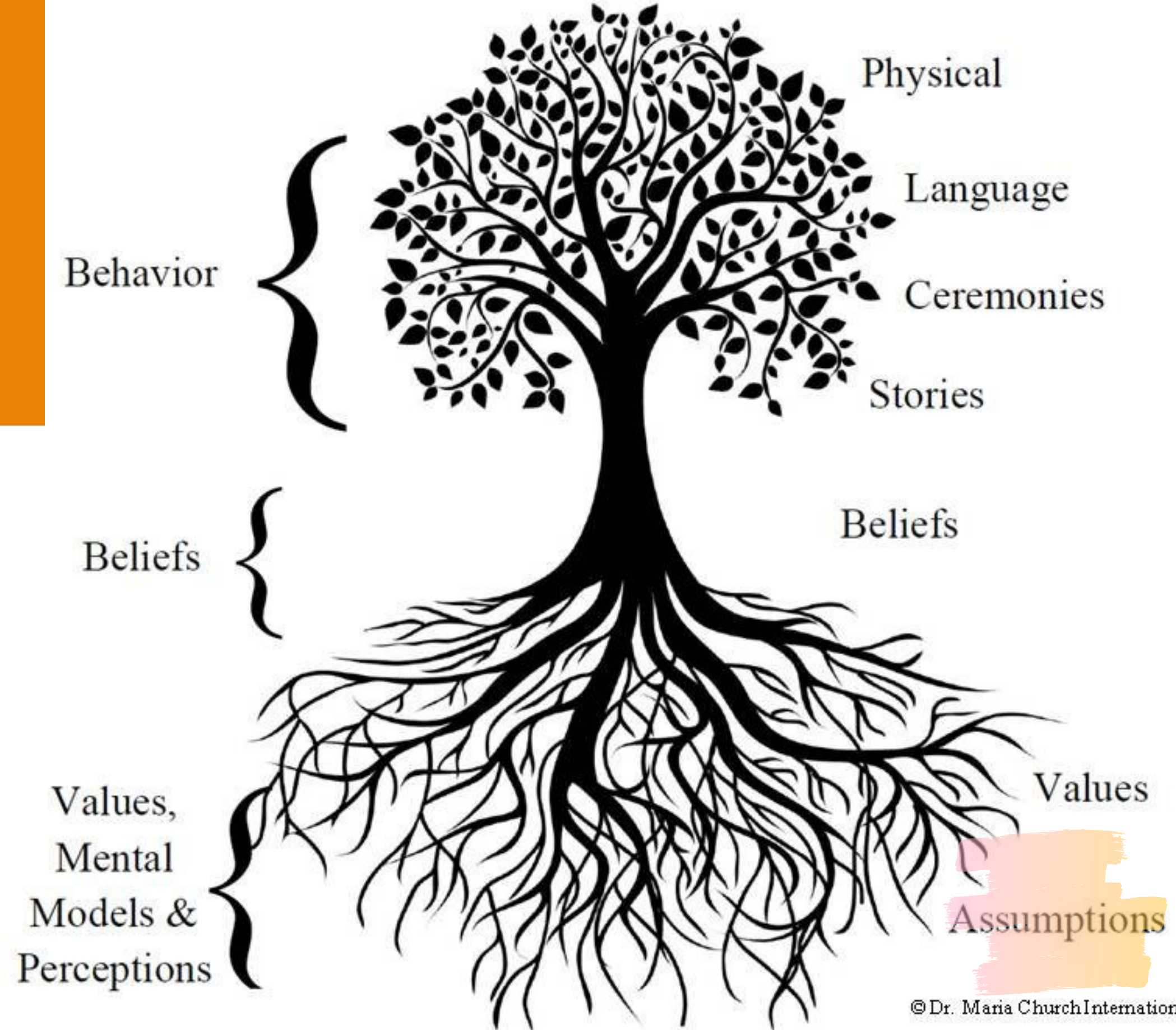© Dr. Maria Church International LLC 2013

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Values

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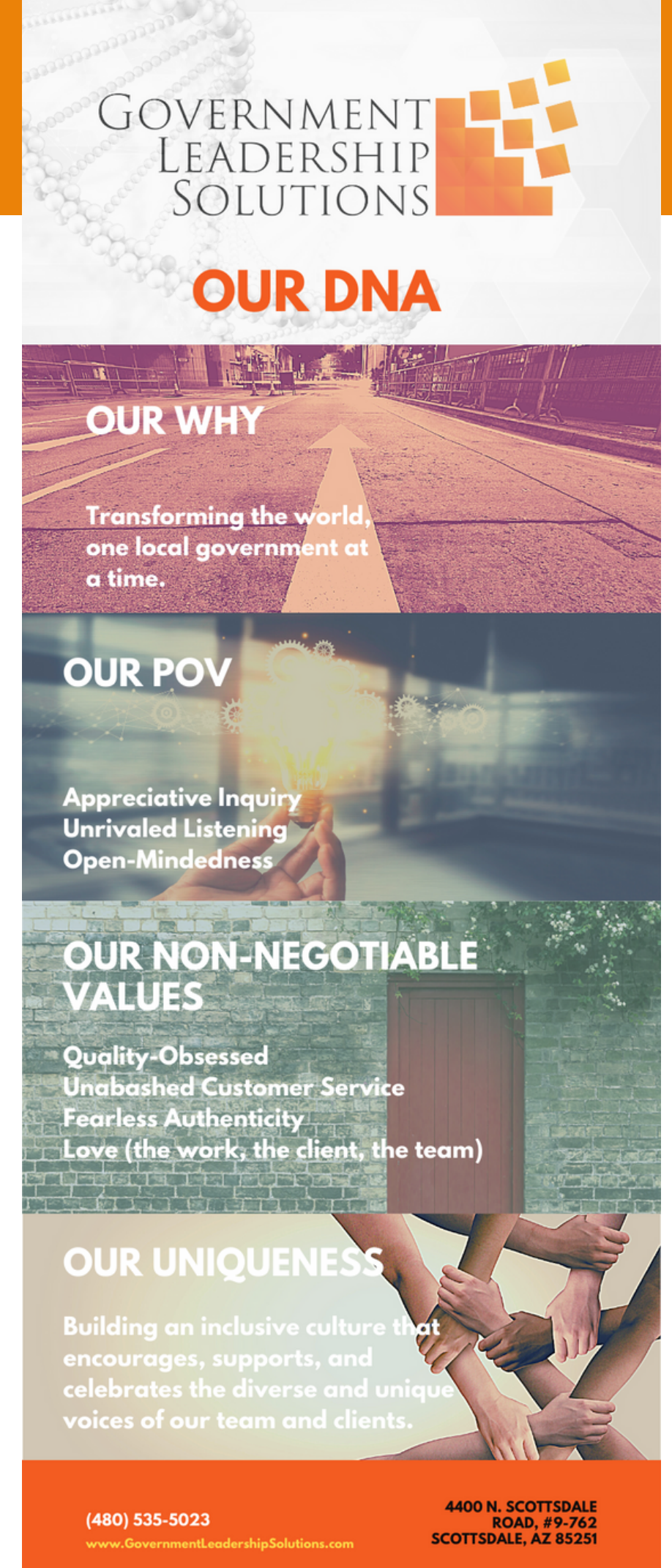- Conscious and unconscious
- Individual and collective
- Foundational

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Behavior { Physical Language Ceremonies Stories

Beliefs { Beliefs

Values, Mental Models & Perceptions { Values Assumptions

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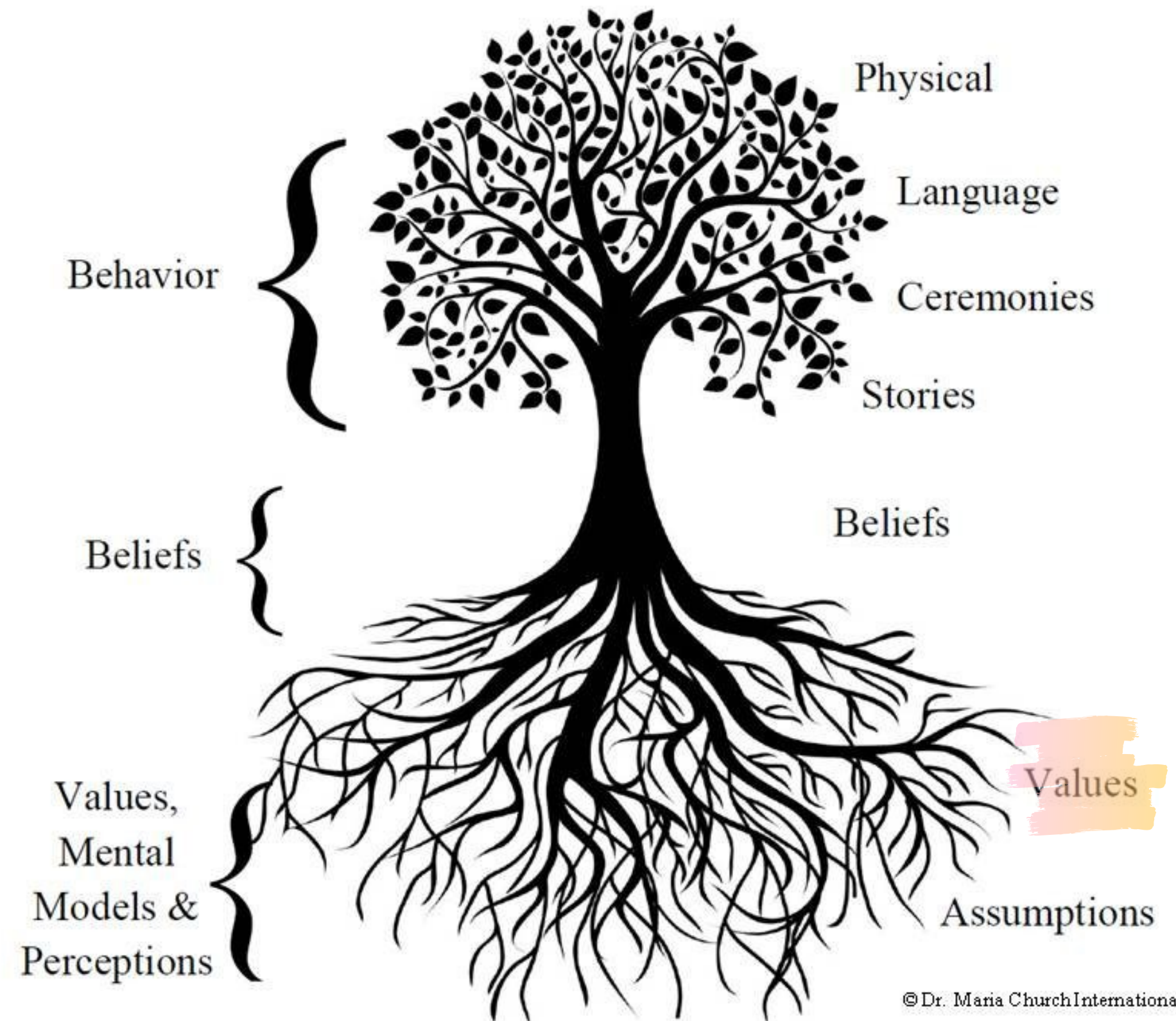
Assumptions

- Feed the entire organization
- Mental models
- Judgments

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Physical

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Behavior

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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

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OUR DNA

OUR WHY

Transforming the world, one local government at a time.

OUR POV

Appreciative Inquiry
Unrivaled Listening
Open-Mindedness

OUR NON-NEGOTIABLE VALUES

Quality-Obsessed
Unabashed Customer Service
Fearless Authenticity
Love (the work, the client, the team)

OUR UNIQUENESS

Building an inclusive culture that encourages, supports, and celebrates the diverse and unique voices of our team and clients.

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How to Affect Positive Change

Strategies

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

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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

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