

WHAT IS COMPANY CULTURE?

- “The way things are done around here”
- It's not what you do, but who you are
- Elements of culture:
 - Values
 - Behaviors
 - Actions
 - Measures
- A strong culture can outlast founders, leadership, products, markets, etc.



Culture as a Competitive Advantage

- Level of ownership by employees
- Employee Engagement
- Customer satisfaction and loyalty
- Recruitment
- More effective succession planning
- Better change management



Sample Culture Change Process

