CULTURE STARTER KIT

"Culture is king." - Coach Matt Doherty

Culture is the heartbeat of any company, shaping every decision and defining its future success. To strengthen this foundation, plan a full-day off-site meeting with the senior leadership team focused entirely on cultivating and refining your company culture. We strongly recommend aligning your approach to hiring, training, and performance management with your core values: **hire for them, train to them, and hold everyone accountable to them.** This commitment ensures your culture remains authentic, purposeful, and a driving force behind your organization's growth and success.

STEP ONE: CREATE THE MISSION STATEMENT AND VISION STATEMENTS

Mission Statement vs. Vision Statement

Mission statements and vision statements are closely related and easy to conflate; here are some of the key differences between them:

Purpose: Mission and vision statements are closely related but serve slightly different purposes. In general, a mission statement describes the "what" and "how" of the company (sometimes also including the "why"), while a vision statement focuses more on the "why" or meaning behind the company's actions. In short, a mission statement can serve as a roadmap of strategic planning to work toward the company's vision statement.

Timeframe: The biggest difference between mission and vision statements is in the timeframe. A mission statement outlines all the things your company is doing in the present to reach your goal, while a vision statement describes what your company is building toward in the future.

Audience: The audiences for mission and vision statements can vary widely. In general, mission statements are public-facing statements primarily geared toward consumers. However, they can also drive company policies for employees and offer a sense of cohesiveness for daily decision-making. Vision statements are typically more focused on employees of the company (and other existing stakeholders or interested investors) to help drive their work in the best direction for the future.

Two Examples of Mission Statements

1. Starbucks: Starbucks's mission statement is "to inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time." It suggests their business model ("one cup" of coffee), their audience (you and your community), and their core value ("to inspire and nurture the human spirit").

2. Disney: Disney's mission statement is "to entertain, inform, and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company." It's a longer mission statement to encompass the wide variety of fields that Disney works in, including storytelling, branding, technology, and entertainment.

Two Examples of Vision Statements

1. Starbucks' vision statement is "to establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow." Their statement is short—under one sentence—and highlights their unique identity and product in an ambitious, far-reaching way.

2. Disney's vision statement is "to be one of the world's leading producers and providers of entertainment and information." The statement is concise, and adopts ambitious worldwide goals, extending their product reach beyond entertainment—which is what they're known for—into information.

Exercise:

1. Write your Vision Statement

2. Write your Mission Statement

STEP TWO: CREATE CORE VALUES

Core values are the "rudder" that steers the ship, especially when the seas become rough. Every decision that is made should be grounded in the company's core values. Check the core values that resonate with you:

- ☐ Achievement
- ☐ Adventure
- ☐ Authentic
- ☐ Autonomy
- ☐ Balance
- ☐ Beauty
- ☐ Boldness
- ☐ Challenge
- ☐ Citizenship
- ☐ Clear
- ☐ Commitment
- ☐ Community
- ☐ Compassion
- ☐ Competency
- ☐ Concise
- ☐ Contribution
- ☐ Creativity
- ☐ Curiosity
- ☐ Determination
- ☐ Excellence
- ☐ Fairness
- ☐ Faith
- ☐ Friendships
- ☐ Fun
- ☐ Growth
- ☐ Happiness
- ☐ Harmony
- ☐ Heart
- ☐ Honesty
- ☐ Humor
- ☐ Impact
- ☐ Influence
- ☐ Integrity
- ☐ Justice
- ☐ Kindness
- ☐ Knowledge
- ☐ Leadership
- ☐ Learning
- ☐ Love
- ☐ Loyalty
- ☐ Meaningful Work
- ☐ Openness
- ☐ Optimism
- ☐ Peace
- ☐ Pleasure
- ☐ Poise
- ☐ Positivity
- ☐ Recognition
- ☐ Relationships
- ☐ Respect
- ☐ Responsibility
- ☐ Security
- ☐ Self-Respect
- ☐ Service
- ☐ Spirituality
- ☐ Stability
- ☐ Success
- ☐ Together
- ☐ Teamwork
- ☐ Trust
- ☐ Wisdom
- ☐ Work Hard
- ☐ Work Smart

Now, list the three to four core values that resonate with you the most. Note that It is important to keep your core values to only three or four, so they are easy to remember.

1.

2.

3.

4.

Create an acronym or a set of initials that makes the values easier to remember.

- **Example: RTCP** = **R**espect, **T**rust, **C**ommitment, **P**ositivity

STEP THREE: MAKE A LIST OF KEY BEHAVIORS

List 25-35 behaviors that are important to the success of the organization.

Behaviors should be rooted in core values and can be operationalized and measured. Think of the behaviors that drive management crazy, and create the list of behaviors that are counter to them.

For example, management hates it when employees are late for work and meetings. Therefore, the key behavior could be, “Be early for work and every meeting.” Add clarification beyond the listed behavior. The root of this behavior could come from the core value of “Respect”.

Here are examples of behaviors you can choose from. Some of these behaviors come from *Culture by Design*, written by David Friedman. David and his writings have influenced the “Culture Starter Kit” used at Doherty Coaching:

1. Make quality personal. No typos. Proofread everything before sending. Ask, “Is this my best work?”
2. Find a way - Honor commitments and overcome obstacles - don’t allow inconveniences prevent the task being completed. Don’t let anything fall through the cracks.
3. Plan ahead - strategically organize the calendar to make efficient use of time.
4. Anticipate - possible issues that could arise as per time, money, and politics. What’s next? What could go wrong?
5. Be early - if you’re on time, you’re late.
6. Be prepared - for all meetings and calls.
7. Positive energy - bring an energetic tone to all exchanges. Smile. Laugh. Praise.

8. No surprises - bring any problems to light ASAP. Share information. Don't drop a bomb in a meeting.
9. No gossip - take the issue to the person.
10. Practice blameless problem solving - don't point fingers.
11. Humility – we don't take ourselves too seriously. Laugh. Ask for help.
12. Pick up the trash - leave the room nicer than you found it.
13. Empathy - treat people as they would want to be treated. Communicate with respect and emotional intelligence.
14. Kind and Clear - all communication should be kind and clear. Address it immediately if you feel it is not.
15. Do what's best for the client.
16. Do the right thing, always.
17. Be a fanatic about response time. Follow-up with some form of a response within 24 hours of a request. Manage a to-do list in a timely manner.
18. Confidentiality - our business stays our business. Not to be discussed with friends or family.
19. Practice the "Human Touch". Listen for things that make people unique. Use handwritten notes, cards, and timely calls to acknowledge their uniqueness.
20. Communicate to be understood.
21. Be curious. How can we do this better?
22. Assume positive intent.
23. Point to the passer – Say, "thank you". Compliment a teammate.
24. Finish. Don't race out of the office.
25. Greet teammates with a smile and a kind word.
26. Listen with your whole body - eyes, ears, brain and heart.

Now, list all the key behaviors and number them on a separate document. Put them on a small document/card for every member of the company to have at their disposal.

STEP FOUR: NAME IT

Create a name for the organization's cultural identity. Brand it.

- **Example:** "The Carolina Way"

Now, write down potential names and branding ideas for the organization's cultural identity:

STEP FIVE: ROLL OUT THE CULTURAL PROGRAM

Set up an all-staff meeting to explain the following:

1. Vision Statement
2. Mission Statement
3. Core Values
4. List of Behaviors
5. Answer, “The Why”. Explain to the staff “why” good culture is important to them and the success of the company.
6. Answer, “The How”. Explain “how” culture will be intentionally driven.

ADDITIONAL IDEAS | TOPICS FOR DISCUSSION | QUESTIONS

To learn more and access additional resources, visit
https://dohertycoaching.com/resources or email matt@dohertycoaching.com