

DEVELOPING CORPORATE CULTURE

PHILOSOPHY

*Previously we have discussed the sports / business analogy.
In most team sports, the philosophy driving the teams is the same.*

1. Compete.
2. First at the ball.
3. Strive to win.

Is this the ethos of your corporate culture? If not it is time for drafting a philosophy to embody the corporate objectives which in turn will be underpinned by written Policies and operational Procedures. Begin by asking; what does the Corporation/Company believe in? Once this is established, and agreed upon with appropriate stakeholders, condense the answer into three points easy to remember and communicate. Remember the sporting analogy above in this regard! Once developed, frame it and put on the office/s wall. Use it to commence meetings, performance reviews and internal communications.

INVEST IN YOUR PEOPLE

In sports the common approach in this matter is to emphasise the physical and mental health of team members in order to reach their goals personally and professionally. i.e. Be the best they can be and the rest usually falls in place.

In a business environment, this approach has a similar application. Ensure physical well-being is a top priority. Where you observe an employee or team member is slumping in their work performance, have a one on one and gently enquire as to whether the work environment is a contributing factor. Make it known you are concerned for their well-being.

Mental well-being is linked directly to physical wellness, however while the mind benefits from physical exercise, it also requires attention in so far as focus and direction is concerned.

For some personal meditation and an uncluttered workplace assist in this regard however in a corporate culture environment focus and discussion groups are recommended.

When led by a positive team leader, discussions and feedback (constructive, not merely critical) will occur.

SKILL LEVELS DEVELOPMENT

Professional ability is applied within a company structure as each role requires performance at various levels of excellence.

As it is in sport, so it is in business.

Individual team members can always improve. In some cases, their role tasks may need to be broken down into micro skills. This can allow for greater focus and improvement which in turn will deliver improvements in performance.

Physical / Mental / Skill Levels are all equally important but so is the amount of time you spend on each one.

By nature, it is not a one-time effort. Like all steps towards self-improvement, these investments require ongoing effort and attention by all team members and employees.

CREATIVITY

It is a little recognised fact in workplace culture that without the opportunity to be creative, employees do not push themselves or take advantage of the ideas that arise during the course of their duties.

Sporting teams have set game plans but individual players are often credited with victory through taking an advantage that presented itself during the game.

Creativity is the key to success.

Set time aside for brainstorming new ideas and compiling them for consideration. Giving everyone a voice in this process reinforces the connections and strengthens the relationships in the team.

It also reinforces the commitment to the corporate philosophy and objectives.

At the end of the day your company is nothing without your team. You trust them to build your products, serve your customers, deliver your services and grow your brand.

Why would you not encourage them to invest their experience and perspective in the growth of the business?

Good Policies and Procedures have versioning to reflect this culture we mention. They constantly evolve through the aforesaid processes. The acknowledgement by all stakeholders will ensure implementation and success as the team grows together.

Thanks to Gerald Fanning,
HR and Industrial Relations business owner for over 30 years.

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