

# Cultivating Extraordinary Culture on Distributed Teams



CivicActions

# Introduction

# The Way We Work Isn't Working

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- 1. Demand for time exceeds capacity**
2. Unprecedented flood of information
3. The more we work, the worse we feel
4. Lack of meaning and significance
5. Unable to disengage from work

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# The Rules of Work Have Changed

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2. Technology connects us 24-7
3. The freelance revolution
4. Line between work-life is disappearing
5. Want purpose and to love what we do

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# The Promised Land

## THE PROMISED LAND

- 1. Ability to do what most matters to you**
2. Balance of work and home life
3. Ability to focus on what you do best
4. A sense of meaning and purpose
5. Opportunities for learning and growth



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# Obstacles of Working on a Distributed Team

## OBSTACLES OF WORKING ON A DISTRIBUTED TEAM

- 1. No “off” button working from home**
2. Communication isn't face-to-face
3. Harder to build a sense of community
4. Less opportunities for growth
5. “Culture is too hard to change”

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# Cultivating Extraordinary Culture

# **1. Choosing the best collaboration tools**

- **Slack**
- **Google Docs, Trello**
- **Default to video**
- **Communication tools beyond technology**
  - ◆ **“Humanware”**

## CULTIVATING EXTRAORDINARY CULTURE

1. Choosing the best collaboration tools
- 2. Use tools to build culture**

- Say Good Morning!**
- Weekly All-Hands Call (Wisdom of team)**
- Monthly All-Hands Call (Transparency)**
- Health, QOTD, SOTD, Parenting, etc.**
- Set boundaries**

## CULTIVATING EXTRAORDINARY CULTURE

1. Choosing the best collaboration tools
2. Use tools to build culture
- 3. Measure company sentiment**



- **Balance scores and transparency**
  - ◆ Take a pulse on every call
- **Retrospectives not just on projects**
- **Share results with team**

## CULTIVATING EXTRAORDINARY CULTURE

1. Choosing the best collaboration tools
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3. Measure company sentiment
4. **Be responsible for building community**

## → Retreats

- ◆ make it somewhere fun (a real vacation)
- ◆ invite family

## → Share wins and celebrate our colleagues

- ◆ “Gold Stars”

## CULTIVATING EXTRAORDINARY CULTURE

1. Choosing the best collaboration tools
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4. Be responsible for building community
- 5. Treat employees with respect**

- Prioritize professional development**
- Bonuses based on team wide success**
- Take-what-you-want PTO**
- 5% Time to Give Back**
- Generous 401k**

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- 6. Leadership must model best behavior**

- ➔ **Taking time off**
- ➔ **Being a great listener**
- ➔ **Using empowering language**
  - ◆ "boss" "employee" etc.
- ➔ **Create a safe place to resolve friction**

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6. Leadership must model best behavior
- 7. Be mission-minded, with a narrative**



- Have a clear mission**
- Have a clear set of values**
- Share during hiring, on-boarding and regularly with team members**
- Remix in regular intervals (at retreats)**

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# Open Discussion

# Thank you.