CULTURE IS EVERYTHING
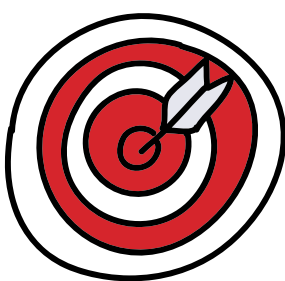## BY TRISTAN WHITE
THE STORY AND SYSTEM OF A START-UP THAT BECAME AUSTRALIA'S BEST PLACE TO WORK
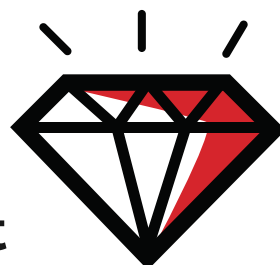
#sharingiscaring

1) DISCOVER THE CORE

CORE PURPOSE
Define yours : Inspiring / Valid in Time / Help to think Expansively / Help you Decide / **Truly authentic to your company**

"A CORE PURPOSE IS THE REASON AN ORGANISATION EXISTS"

CORE VALUES (3 TO 5)
- Inspire great behavior
- Make them short, sharp and memorable
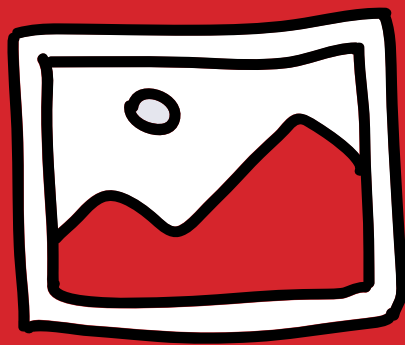- Each value should be an action statement

SHARE CORE VALUE STORIES TO REWARD / RECOGNIZE / REEDUCATE
- MVP Program
- Share stories of team members
  - Living core values
  - Celebrate their successes

2) DOCUMENT THE FUTURE

CREATE A TEN-YEAR OBSESSION THAT ACTS AS YOUR NORTH STAR
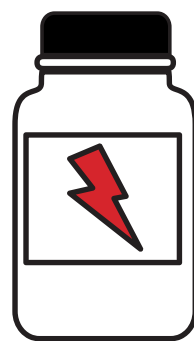
PAINTED PICTURES - 3 YEAR GOALS
- Broken down vision
- Make it : clear / specific / possible
- Communicate progress often
- Obsess over it
- Make it fun

"A STRONG CULTURE NEEDS A CLEAR VISION"

3) EXECUTE RELENTLESSLY

HAVE AN ENERGETIC DAILY HUDDLE
- Aligns everyone to the Painted Picture
- 12 minutes / day

AVOID POLLUTERS

ROBUST RECRUITMENT PROCESS
- Culture fit : examples of lived core values
- Passion the work
- Passion for the company
- Key skills

"A STRONG CULTURE NEEDS EVERY TEAM MEMBER ALIGNED TO THE SAME VISION AND LIVING THE SAME VALUES."

4) SHOW MORE LOVE

MEMORABLE WELCOME EXPERIENCE

FACE-TO-FACE COMMUNICATION

PARTIES & CELEBRATIONS

GENUINE APPRECIATION / THKS

HAVE INTEREST FOR INFLUENCERS (Not on the payroll : Kids, Friends, Family, ...)

CULTURE BOOK
Story of your organization

19 STEPS
To build a GPTW

"CULTURE IS THE CEO'S RESPONSIBILITY : TOO IMPORTANT TO DELEGATE"

by Yoan THIRION @yot88