

QUOTES, QUIBBLE, QUESTION

39TH EDITION

FROM
THE
COACHING
GUY

WELCOME

This week is focused on the essentials of cultivating the right culture.

While it's impossible to transplant one culture onto another directly, certain principles can guide you in nurturing a productive and positive environment. Encouraging everyone's contribution to the environment, with less emphasis on leader direction, lays the foundation for both the business and its people to thrive.

QUOTES

"Culture eats strategy for breakfast." – [Peter Drucker](#)

"The way to get started is to quit talking and begin doing." – [Walt Disney](#)

"Leadership is not about being in charge. It is about taking care of those in your charge."
– [Simon Sinek](#)

"Failure is simply the opportunity to begin again, this time more intelligently." – [Henry Ford](#)

Q U I B B L E

Many organizations face a significant gap between their aspirational and actual cultures. This disparity can lead to confusion, frustration, and disengagement among employees. Here are some common issues.

Discrepancy in Values: Companies may promote values such as innovation, collaboration, and inclusivity, but in practice, these values might not be evident in daily operations or decision-making processes.

Top-Down Imposition: Culture initiatives often come from the top down, with little input from employees. This can result in a culture that feels imposed rather than organically developed, leading to resistance or superficial compliance.

Surface-Level Initiatives: Organizations may focus on visible symbols of culture, such as office design or perks, rather than addressing deeper behavioral norms and practices. This can create a façade of culture without real substance.

Lessons to Bridge the Gap

Authentic Leadership: Leaders must model the behaviors and values they wish to see in the organization. Authenticity and consistency in leadership are crucial for building trust and setting the tone for the desired culture.

Employee Involvement: Engage employees at all levels in defining and shaping the company culture. Regular feedback and open dialogue can help ensure that cultural initiatives resonate with the workforce and reflect their experiences and needs.

Alignment of Actions and Values: Ensure that company policies, practices, and rewards systems align with the stated values. For example, if collaboration is a core value, create opportunities and incentives for teamwork.

Continuous Reinforcement: Culture is not a one-time project but an ongoing process. Regularly revisit and reinforce cultural values through training, communication, and recognition programs.

Address Misalignment: Be proactive in identifying and addressing discrepancies between the aspirational and actual cultures. This might involve tough conversations, restructuring, or changing certain practices that are counterproductive to the desired culture.

The essence of a company's culture lies in the everyday actions and interactions of its people, not just in its aspirational statements or formal policies. While many organizations strive to create a positive and cohesive culture, there can be a significant gap between what is desired and what is real. Bridging this gap requires authentic leadership, active employee involvement, alignment of actions and values, continuous reinforcement, and a willingness to address misalignments. By focusing on these areas, organizations can cultivate a culture that is both aspirational and attainable, leading to greater engagement, satisfaction, and success.

Q U E S T I O N

I leave you with a question to ponder.

How does the actual culture in your organization compare to the aspirational culture? What steps can you take to bring these two closer together?

The 5 rules of creating a great culture are:

1. Create a story
2. Ask, Don't tell
3. Create Leaders
4. Embrace Failure
5. Hold each other to account

Curious how I can help you? Then book a free consultation, link in my bio. Or if you like my content and want this sent straight to your inbox every Monday, subscribe to my newsletter.

T H A N K S

For reading this week's newsletter.

If you have other subjects that you would like to hear about, drop me an email at matt@thecoachingguy.co.uk