



5 Elements of Building Culture

Candice Ray
Senior HR Business Partner
September 2019



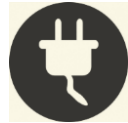


Welcome!



HR Professional with over 11 years of Human Resources and supervisory experience. I have worked in various fields including Healthcare, Retail and IT. I have my Master's degree in Executive Leadership from Liberty University. I joined the Pathways HR team in July 2017.

Candice Ray
Senior HR Business Partner



Tell us where you are?



Use your questions pane to type in your location





What is Culture?

It's what makes our enterprise unique and is the sum of its values, traditions, beliefs, interactions, behaviors, and attitudes.

Positive workplace culture attracts talent, drives engagement, impacts happiness and satisfaction, and affects performance.

**A great culture provides
the context for people
to deliver their best work.**

Discussion Question



How would you describe our culture?



Use your questions panel to type in your answer

Types of Corporate Culture

Team oriented cultures are family-like, with a focus on mentoring, nurturing, and “doing things together.”

Adhocracy oriented cultures are dynamic and entrepreneurial, with a focus on risk-taking, innovation, and “doing things first.”

Market oriented cultures are results oriented, with a focus on competition, achievement, and “getting the job done.”

Hierarchy oriented cultures are structured and controlled, with a focus on efficiency, stability and “doing things right.”

Discussion Question



Why is culture important?



Use your questions panel to type in your answer



Having a good culture increases engagement

Establishing a strong culture also aids in recruiting and hiring of qualified candidates

Organizations with a great workplace culture tend to have more employees apply for open positions and receive more employee referrals

A strong organizational culture keep employees motivated and aligned

Happy employees are productive employees and engaged



Polling Question



30% of employees have left or would consider leaving a company they felt had a negative organizational culture.

- A. True
- B. False

Please select the appropriate response and click Submit.

Consequences of a poor corporate culture

Disengaged employees

High turnover

Poor customer relations

Lower profits



Leadership and Organizational Culture

A leader needs to align with the culture and model desired behaviors. ... Leaders' values, actions, and the development of their teams need to visibly reinforce the culture of the organization. Through the example they set, leaders shape the culture in their words and actions every day

5 Steps to Build Culture

1. **Teach It**
2. **Define It**
3. **Live It**
4. **Measure It**
5. **Reward It**





Step 1: Teach It

Use storytelling to discuss what is valued in the culture, why and what makes the company unique

Continuously discuss the desired culture and state clear expectations

Discuss culture in the interview and hiring process



Step 2: Define It

Share the vision and desired outcomes
and document the progress

Explain what the culture will look like
when accomplished





Step 3: Live It

Organizational culture is built over time

Particularly important for leaders to model

Put the correct organizational systems in place



Step 4: Measure it

First step toward improving the culture

Track successes and opportunities over time



Step 5: Reward It

Benefits of meeting the expectations

Recognize key elements of culture and reward employees for living it

Not necessarily monetary



Polling Question



The culture within an organization can not be measured.

- A. True
- B. False

Please select the appropriate response and click Submit.



Strategies to measure organizational culture

What do employees do when the boss isn't around?

Are employees laughing at work?

What do employees say about the company when they're with family or friends?

How do leaders treat employees in casual settings?

How do employees/managers deal with failure?

How strong are the critics? Do they dominate? Do employees with more positive attitudes politely put naysayers in their place?

How do employees discuss the company's services?

Do people talk about the company in third person ("they") or first person ("we")?

Toxic behaviors that impact culture

Issue
Gossip
Resistant to Change
Leader Not Acting as Role Model
Unprofessional Behavior
Poor Communication

Ways to Address

- Transparent Communication
- Do not Engage in Negative or Counterproductive Behaviors
- Provide Clear Expectations and Feedback
- Provide Support
- Meet with the Employee Individually to Discuss Their Concerns
- Lead by Example
- Collaboration

Building Culture Case Study

You have recently noticed some staff members have become less engaged at work. You have overheard a few staff members voicing their concerns about the communication in the region and the supervisors rarely interacting with them unless they are telling them what they did wrong.

What would you do?



Use your questions panel to type in your answer



Tips for a Strong Culture

Communication

Feedback

Commitment

Identify Culture Ambassadors

Hiring for Culture Fit and Core Values



Building Culture Case Study



You were recently hired as a Program Director. You observe a Team Lead yelling at an employee in the middle of a staff meeting about a mistake they made recently. Upon observing the staff, you noticed no one seemed surprised at the events occurring nor the behavior from the Team Lead. You later receive feedback from staff this is normal.

What would you do?



Use your questions panel to type in your answer

Create a Defined Plan

Make a plan to actively work on the company culture throughout the year:

- Align and Define
- Create the “Buy In” from the Beginning
- Increase Your Leadership
- Prepare for Change
- Celebrate Diversity and Promote Inclusion
- Listen and Communicate
- Encourage Self-Care
- Reward and Recognize Employees



Key Points to Remember

Company culture is so important because it is vital to our success

If a positive company culture is absent, employees could struggle to find their value or place in the organization, become dissatisfied, bring down employee morale impacting retention.

It is better to easier to maintain a positive culture than to rebuild one.





Questions



Use your questions panel to type in your questions





HR Resources To Support You!

Human Resources Generalist(s)

Katie Dowling Katie.Dowling@pathways.com AZ, CO, ID, NV, OR, WA, IN

Senior Human Resources Business Partners

Candice Ray Candice.Ray@pathways.com DC, DE, LA, NC & VA

Tiyauna George Tiyauna.Walden@pathways.com CBH, PCS, Redco, Raystown (PA), IL, ME, TN

Human Resources Directors

Lisa Mitchell Lisa.Mitchell@pathways.com GA, LA, NC, TN, VA, DE, DC & Corp

Trang Massie Trang.Massie@pathways.com AZ, CA, OR, CO, ID, NV, WA, & IN

Valerie Searcy-Cox Valerie.Searcy-Cox@pathways.com ME, IL, & PA

VP and National Human Resources Leader

Denise Carpenter Denise.Carpenter@pathways.com



Our Next Session – Avoiding Legal Actions

Course Title: VRT HR Series: **Avoiding Legal Actions**

Course Description: : As a supervisory employee, you have an important role in helping the enterprise avoid legal concerns. Participants will learn practical examples aimed at instructing supervisors in the prevention of harassment, discrimination, and retaliation. Harassment is a form of discrimination that violates both Title VII of the Civil Rights Act of 1964, as amended, and the anti-discrimination laws of many states. You will understand the protected categories covered under Title VII and the applicable State laws. **Session Faculty:** : Valerie Searcy-Cox, Human Resources Director, North

- **Session Date:** October 17th, 2019
- **Session Time:** 2:00pm EST / 1:00pm CST / 12:00pm MST / 11:00am PST
- **Session Duration:** 1 Hour



Thank You!

