



Compete on Culture

5 steps to win in times of change



Is your team in transition?

**NEW LEADERSHIP | RAPID GROWTH | COMPETITIVE TALENT MARKET
HIGH TURNOVER | MERGER OR ACQUISITION |**

Major changes create a stressful environment for your employees.

- They may become scared, which makes them less productive.
- They feel awkward around new people, which causes poor communication.
- They are unclear about expectations, which creates confusion.
- They don't know who to confide in, which breeds distrust.
- They assume things, and we all know what happens when you assume.



Organizational change has a ripple effect throughout your company.

It takes more than just one strategy session or team-building event to address the key issues. Experience and research prove that successful change management takes a strong culture.

Organizations that build and grow trust:

- Experience lower voluntary turnover
- Have higher customer satisfaction ratings
- Achieve better operating results.



83% of all mergers fail to produce any benefit for stakeholders.



Deals are 26% more likely to succeed if cultural issues are addressed.

To lead a team through a transition, you need a plan – a clear path for everyone to follow.

While the path will be slightly different for every organization, it should always encompass three elements that play a critical role in building bonds among team members.

- **Unifying activities**
- **Communication**
- **Accountability**

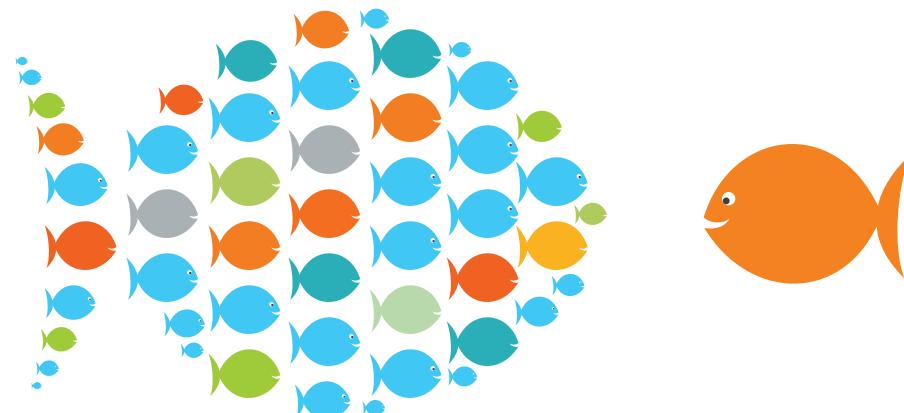


Unifying activities

The impact of establishing and building authentic trust during a transition can't be overstated. One of the worst things leaders can do in a transition is take "everything's going fine" answers at face value. The assumption that everyone will figure things out on their own opens the door to unrest and turnover.

To combat this attitude, host a charity event, a team-building day or something as simple as a meet and greet with the new team. Regardless of the format, understand that you will need to start at square one to build the foundation for new relationships.

REMEMBER: Change isn't necessarily a negative. It can be an incredible opportunity to connect and inspire your team.



Communication

Uncertainty is common in times of transition. People are unsure how their jobs might change – or if they'll even have a job. Managers and executives from opposite sides of the fence can be suspicious of each other's motives and agendas.

Facilitate as much transparent discussion as possible, and make every effort to overcommunicate with employees. Encourage communication among different levels in the organization to build trust and provide clarity. Every single person involved should know where they can go with questions and concerns at all times.

If you feel like you're communicating too much, then you're on the right track.

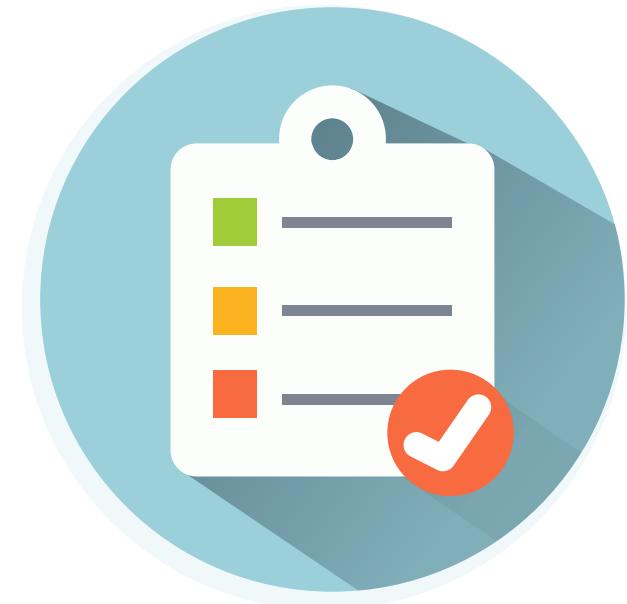


Accountability

That speech from a month ago? The one that got the rousing ovation?
Nobody remembers it.

All of that motivation will have disappeared as employees get back to their daily responsibilities, unless it is consistently revisited and leadership helps to ensure that goals are met and assignments are getting done.

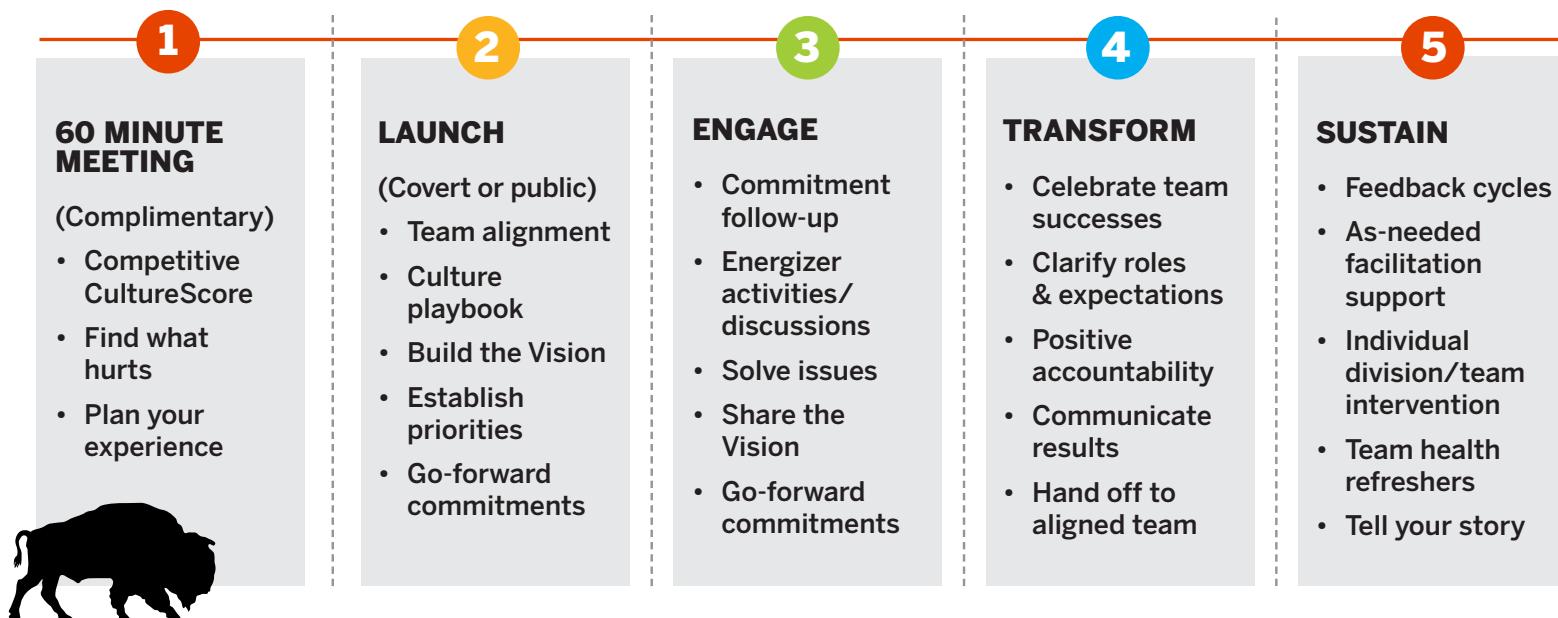
Check-ins with key people after 30, 60 and 90 days are critical to reinforce unity, communication and trust.



The Path to Winning with Culture

CultureShoc's Compete on Culture program gives companies a facilitated, five-step process to help build and maintain a strong culture through times of change. The program is designed to:

- Grow trust and relationships
- Grow trust between leadership and workers
- Clarify expectations
- Promote effective, authentic communication
- Establish an accountable team, including leadership
- Sustain your success



STEP 1: Assessment

First, assess the situation.

1. WHAT ARE YOUR PAIN POINTS?

- Reduced productivity due to fears
- Uniting two visions into one culture
- Unclear expectations
- Inconsistent communication

2. IS LEADERSHIP 100% ON BOARD?

If not, nobody else will get on board, either.

3. WHAT IS YOUR COMPETITIVE CULTURESCORE?

Our Competitive CultureScore assessment will establish a benchmark to measure your progress to strengthening your culture throughout your transition.



STEP 2: Launch

An official kick-off is the first step in getting your culture aligned. In the initial session, you will engage in activities and discussions that build trust, transparency and energy.

There are three important goals of this first session.

SHARE THE VISION

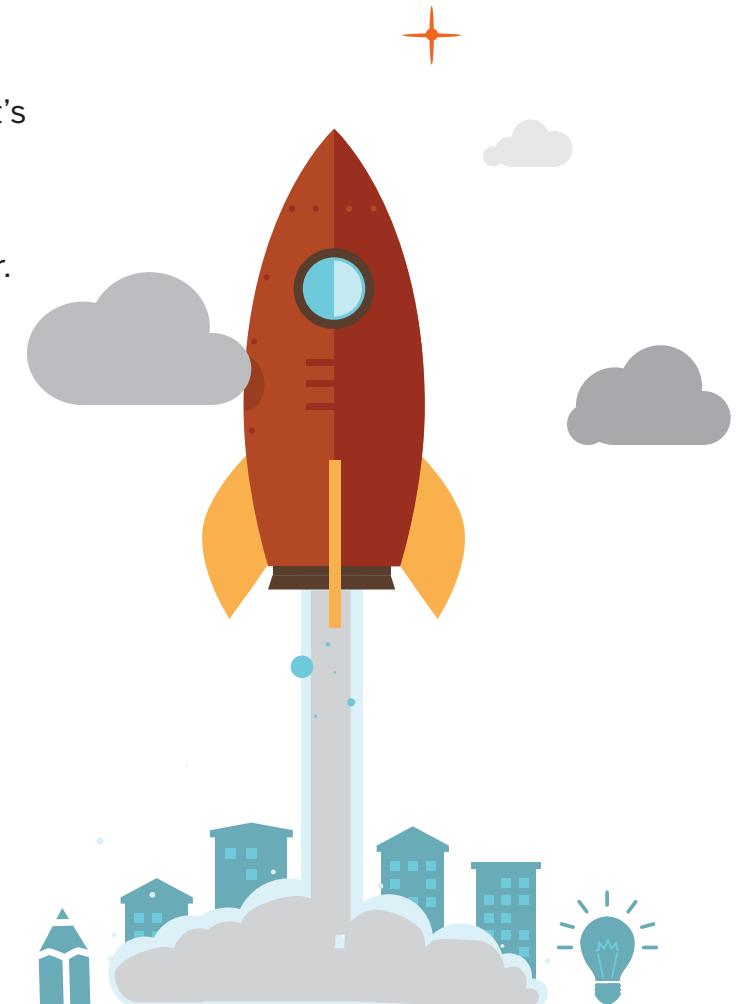
Inspire your team with honest talk about what is changing, why it's changing and how it is an opportunity for the entire team.

SET PRIORITIES

Clearly explain the roles and expectations of every team member. List issues and questions that need to be addressed.

MAKE COMMITMENTS

Each team member agrees to grow a relationship over the next 30 days.



STEP 3: Engage

After 30 to 60 days, it's time to check your progress. During this session, you will engage in more team-building activities, as well as walk through your commitments to see how everyone did.

The second session will help you:

FOLLOW UP

Hold team members accountable for their commitments.

DOCUMENT CONCERNS

Transition issues will arise, so discuss how to resolve them.

SHARE THE VISION

Repeat this as often as possible.

MAKE NEW COMMITMENTS

Each team member agrees to focus on something to move the transition forward.

Some teams need one of these sessions, and others will stay at this step for several months. **Don't move on until you achieve alignment and are getting traction.**



STEP 4: Transform

It is now 60 to 90 days after your initial kickoff. By this point, you're comfortable with the team's alignment, accountability and progress. You're ready to empower yourself and your people to take ownership of the new and improved culture.

So what has changed? You can expect results such as:

A STRONGER TEAM People know each other better.

INCREASED TRUST Everyone has shown accountability by keeping commitments.

GREATER CLARITY Leadership has clarified the roles and expectations of team members.

It is time to celebrate the new team, the shared vision and the knowledge that everyone is in this together.



STEP 5: Sustain

By now you have the tools to sustain your new culture. But if you want help making sure you stay on track, we can help you with:

- **Feedback cycles**
- **Facilitation support**
- **Individual division/team intervention**
- **Team health refreshers**
- **Telling your story**



How to get started.

Many companies choose to go it alone when it comes to building culture, and we certainly respect that approach.

But if you choose to follow this five-step plan with our help, we guarantee you will be satisfied with the results – or you won't owe us a dime.

To learn more, call us at 844-336-SHOC or find us through www.cultureshoc.com.

