BUILD IT AND THEY WILL COME... AND STAY

Creating a Workplace Culture

Presented by
Dr. Maria Church, CEO
Agenda

1. Business Case
2. 7 Layers of Culture
3. How to Affect Positive Change Strategies
4. Q & A
Business Case - Gallup

• 70% of American workers are not working to their full potential
  o 52% of those workers are disengaged
  o 18% are actively disengaged

• Among actively disengaged workers in 2021, 74% are either actively looking for new employment or watching for openings.

• 71% of FT State and Local Government workers are unhappy or disengaged

• Costing an additional $8K to $15K for every employee earning $40K - $80K
Business Case - Social Sites

• Glassdoor and Indeed = company’s employment brand is now public information
• If it’s not a great place to work, people find out fast.
• Glassdoor database shows the average employee gives their company a C+ (3.1 out of 5) when asked if they would recommend their organization to a friend.
Business Case - Forbes

• 95% of candidates believe workplace culture is more important than compensation
• 5% of candidates value compensation over culture.
Culture Model
7 Layers of Culture
Organizational Culture

“Culture eats strategy for breakfast.”
- Peter Drucker

Behaviors
- Physical
- Language
- Ceremonies
- Stories

Beliefs
- Beliefs

Values, Mental Models & Perceptions
- Values
- Assumptions
Organizational Culture

- Outward vestiges
- Signage
- Art
- Images
- Plaques
- Greeting

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Organizational Culture

- Community quality
- Shared language
- Unique to Industry

Behaviors
- Physical
- Language
- Ceremonies
- Stories

Beliefs
- Beliefs

Values, Mental Models & Perceptions
- Values
- Assumptions

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Organizational Culture

- Formal ceremonies
- Appreciation luncheons
- Award dinners
- Informal rituals
- Birthday
Organizational Culture

- Positive
- Negative
- Myths and Legends
- History
- Humor
Organizational Culture

- Drives behavior
- *Pygmalion* effect

- Behaviors
  - Physical Language
  - Ceremonies Stories

- Beliefs

- Values, Mental Models & Perceptions
  - Values
  - Assumptions

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Organizational Culture

- Fuel organizational and ethical beliefs > behaviors
- Conscious and unconscious
- Individual and collective
- Foundational

Physical
Language
Ceremonies
Stories
Beliefs

Values, Mental Models & Perceptions
Values
Assumptions

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Organizational Culture

- Feed the entire organization
- Mental models
- Judgments

Behaviors

Beliefs

Values, Mental Models & Perceptions

Physical
Language
Ceremonies
Stories

Beliefs

Values

Assumptions

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Strategies
Affect Positive Change
Core Culture

• Build your strategies around your core culture
• To innovate, people must feel safe
• For people to stay, they must have a head/heart connection = meaning
Culture Assessment

Because you attended this session, we would like to gift you a complimentary workplace assessment.

We will work with your point of contact to collect data, interpret, and present survey findings to you.

To schedule your assessment, please contact us at:
Concierge@GovernmentLeadershipSolutions.com
Maria.Church@GovernmentLeadershipSolutions.com