

Creating Chick-fil-A Caliber Cultures

Rich & Kourtney Street



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Our Favorite Culture

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Your Goal

- **What do you desire to learn?**
- **This workshop will be a win if...**

Our Goal

- **You will learn best practices from 3 Best In Class Organizational Cultures**
- **You will leave with at least 1 thing you can do to impact healthy culture in your organization.**

Quick Brand Review

- **Brand is what your customers say about you.**
- **The brand is hurt when the organization's brand promise doesn't align with the customer experience.**

When the Brand Promise Goes South

Connect People to what's important in their lives through friendly, reliable, and low-cost air travel.

The Southwest logo is centered within a solid blue rectangular box. The word "Southwest" is written in a white, sans-serif font. To the right of the word is a small, stylized heart icon composed of three overlapping shapes in red, orange, and yellow.

Southwest 

Shoutout to a New Brand



Definition of Organizational Culture

Organizational culture is the set of underlying beliefs, values, principles, and ways of interacting within an organization.

Quick Culture Review

- **Culture is what the staff say about the organization.**
- **The culture is hurt when the organization's cultural values don't align with the staff experience.**

Quick Culture Review

- **Culture eats strategy for breakfast.**
- **Culture is “the way things are done around here.”**
- **Ministry effectiveness rises and falls based on the health of the organizational culture**

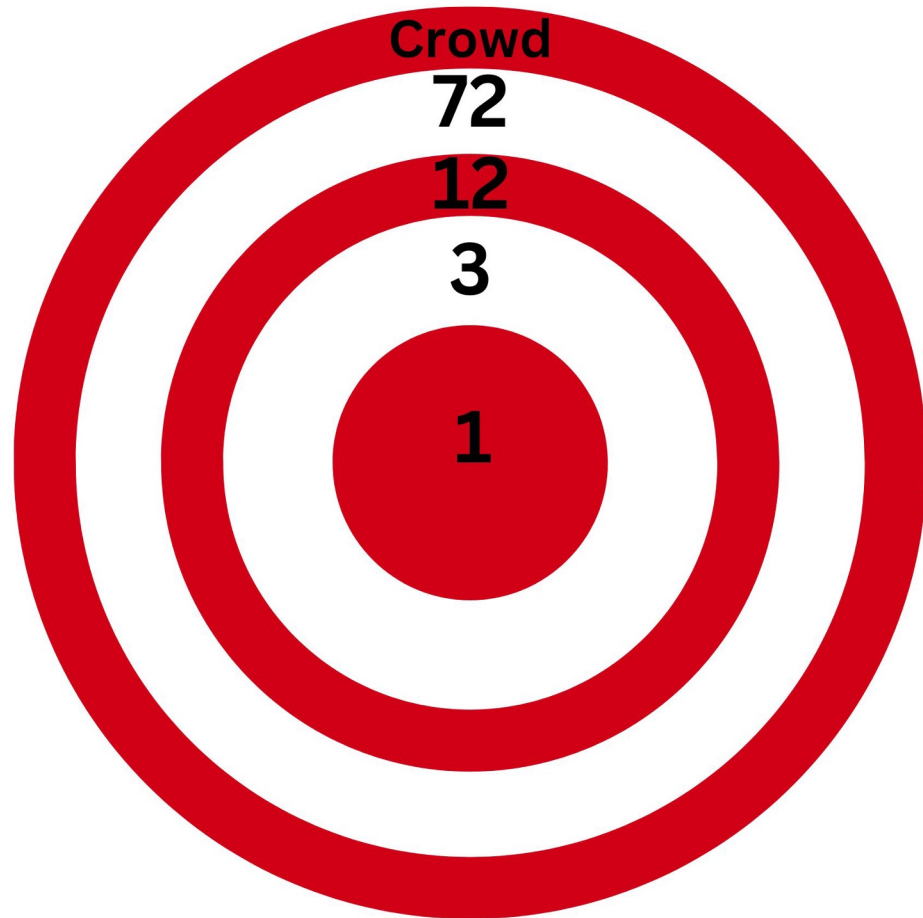
Traits of a Healthy Culture

- **Leaders Who Are Growing Holistically**
- **Clarity of Vision, Mission, & Values**
- **Feedback Rich + Psychologically Safe**
- **High Value of Curiosity, Growth, & Failure**
- **High Practice of Trust & Respect**
- **Excellent Communication, Internally & Practically**
- **Empowered Employees**
- **Decommissioned Invisible Army**

Decommission the Invisible Army



Jesus & Culture



**When the culture
is healthy, the
mission advances.**

Cautionary Statement for Christian Organizations

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God + People First Culture

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The Container Store®

Employee First Culture

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Permission to Fail Culture

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Chick-fil-A: God + People First

- **Successful organizations can attract, retain, and develop top talent.**
- **Before you create raving fan customers, you must develop a comprehensive plan to ensure you have raving fan team members first.**

David Salyers



God + People First Culture

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Chick-fil-A: God + People First

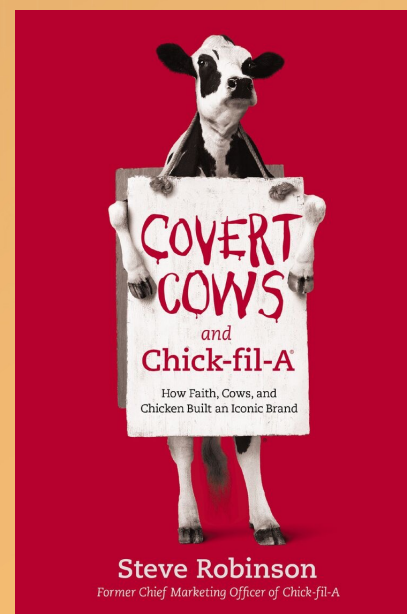
- **Be Remarkable.**
- **Mark the lives of the people we serve.**

Questions for Discussion?

- **What is one thing you are doing well in your organizational culture to support your organization putting God + People first?**
- **What is one thing missing in your organizational culture that prevents you from putting God + People first?**

During the Break:

Enter to Win a Copy of Steve Robinson's
Book



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The Container Store®

Employee First Culture

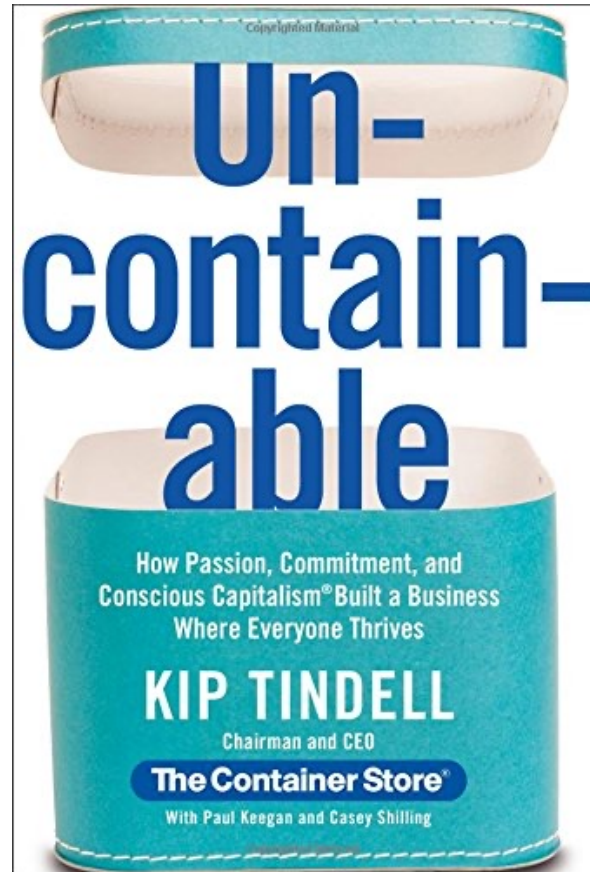
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The Container Store: Employee First

“We love our customers, but we believe that if we put our employees first, then they’ll take better care of the customers. And when those two are happy, well then wonderful the shareholders are happy, too!”

Kip Tindell, Founder

Uncontainable



The Container Store: Employee First

- **The Foundation Principles**

The Container Store: Employee First

7 FOUNDATION PRINCIPLES AT THE CONTAINER STORE

1 Great Person = 3 Good People

One great person is equal to three good people in terms of business productivity. We're wild-eyed fanatics when it comes to hiring great people.

Communication IS Leadership

They're the same thing. Simply put, we want every single employee in our company to know absolutely everything. Every day we practice consistent, reliable, predictable, effective, thoughtful, compassionate, and yes, even courteous communication.

Fill the other guy's basket to the brim. Making money then becomes an easy proposition.

This is our business philosophy that allows us to craft mutually beneficial relationships with our vendors. Business is not a zero-sum game. Someone doesn't have to lose for someone else to win.

The Best Selection, Service & Price

These are not mutually exclusive. We work to offer a well-edited, carefully curated collection of 10,000 products, expert advice and service that customers delight in, and competitive prices.

Intuition does not come to an unprepared mind. You need to train before it happens.

Our extensive training, coupled with our employees' life experiences, allows them to intuitively solve all of our customers' storage and organization challenges.

Man in the Desert Selling

This is our selling philosophy and we use it to astonish our customers by anticipating their needs and exceeding their expectations.

Air of Excitement!

Three steps in the door, you know if a place has it. It's what makes employees and customers alike want to be in our stores.



The Container Store: Employee First

- **Communication IS leadership**

Table Discussion

- **What are your organizations top 3 communication principles?**
- **Choose the best 3 represented at your table to share with the whole group?**



Permission to Fail Culture

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Life Church

**Failure is not an option.
Failure is a necessary. We try.
We fail. We learn. We adjust.**

Craig Groeschel



Life.Church

BRING YOUR SKILLS TO LIFE!

BEST PLACES
TO WORK
2023

Engaged Employer

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Life.Church Overview

Website: www.life.church/careers

Headquarters: Edmond, OK

Size: 501 to 1000 Employees

Founded: 1996

Type: Nonprofit Organization

Industry: Religious Institutions

Revenue: Unknown / Non-Applicable

Life.Church is one church that is in multiple locations, meeting across the United States and globally at Church Online.

Mission: To lead people to become fully devoted followers of Christ. We are risk-taking, irrationally generous, spiritual contributors who bring our best, laugh hard, and honor God with integrity. Visit www.life.church/careers to learn more about the hiring process, take a look at ... [Read more](#)

Glassdoor Awards



Best Places to Work: [2023](#) (#21), [2021](#) (#1), [2020](#) (#1), [2019](#) (#30), [2018](#) (#8)

Top CEOs: [2021](#) (#48), [2019](#) (#10), [2018](#) (#14), [2017](#) (#15)

Life.Church Locations

[Amarillo, TX](#)

[Bentonville, AR](#)

[Bixby, OK](#) [5.0 ★](#)

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Jobs You May Like



**Head of Content and
Partnerships Operations**

Life.Church - Edmond, OK
\$50K - \$80K

Life Church

“I get asked all the time, how do you manage the business and spiritual components of church? I don’t view those as two separate things, I view them as totally integrated...”

Life Church

...I think the Holy Spirit inhabits the business side of the church just as much as He inhabits the spiritual side of the church.”

Jerry Hurley
Head of Team & Culture Development

Permission to Fail

You are the leader of an HR team that tried a new communication initiative that failed.

You are conducting an After Action Review to help them get curious about what went wrong without discouraging them from trying again.

What would you like the team to walk away with after their discussion with you?

How Will You Impact Your Culture?



We Want Your Feedback!

1. Open SRLC app
2. Click on the “survey” button on the home screen
3. Choose “workshop” from the list of surveys
4. Select **this** workshop in the drop-down menu