

Rapid Culture Test

Is your + or - ?

*Rich and Kourtney Street
Cru*



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Our Favorite Culture

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Rapid Culture Test: Are You + or - ?

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**Why are we passionate about
growing healthy organizational
cultures?**

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Culture Eats Strategy For Breakfast.

Our Goal

- 1. You leave with an understanding of what a healthy culture looks like.**
- 2. You leave with at least 1 thing you can do to impact healthy culture in your organization.**

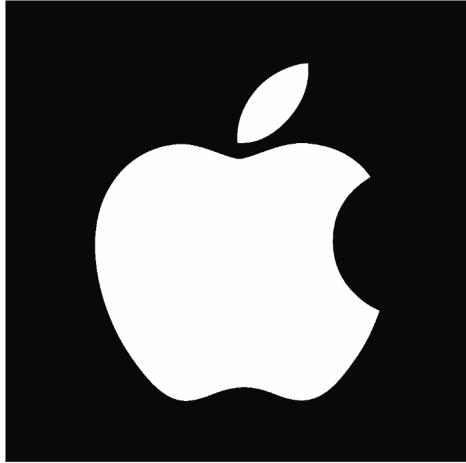
Your Goal

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

Difference Between Brand & Culture

**Brand is what your customers
say about you.**

Describe These Brands



“The brand is hurt when the organization’s brand promise doesn’t align with the customer experience.”

Joy Roark

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Definition of Organizational Culture

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

Difference Between Brand & Culture

**Culture is what the staff
say about the organization.**

Organizational Culture is “the way things are done around here.”

(Deal and Kennedy, 2000)

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“The culture is hurt when the organization’s cultural values don’t align with the staff experience.”

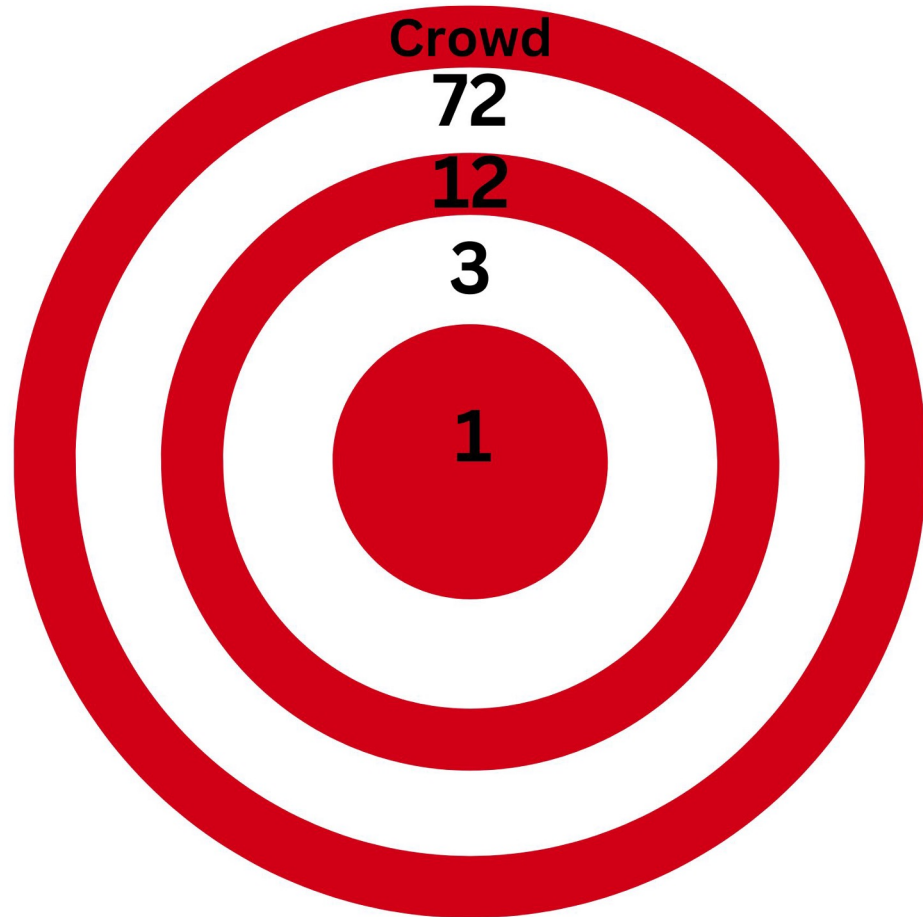
Joy Roark

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**Describe your organizational
culture in 6 words or less.**

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Jesus & Culture



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

Cautionary Statement for Christian Organizations

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Traits of an Unhealthy Culture

- **Low Clarity of Vision, Mission, & Values**
- **Low Feedback**
- **Low Curiosity**
- **Low Trust & Respect**
- **Invisible Army**
- **Inconsistent Communication**
- **Lack of Empowerment**

What Are the Traits of a Healthy Culture?

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Traits of a Healthy Culture

- **Leaders Who Are Growing 360°**
- **Clarity of Vision, Mission, & Values**
- **Feedback Rich + Psychologically Safety**
- **High Value of Curiosity, Growth, & Failure**
- **High Trust & Respect**
- **Excellent Communication Internally & Practically**
- **Empowered Employees**
- **Decommissioned Invisible Army**

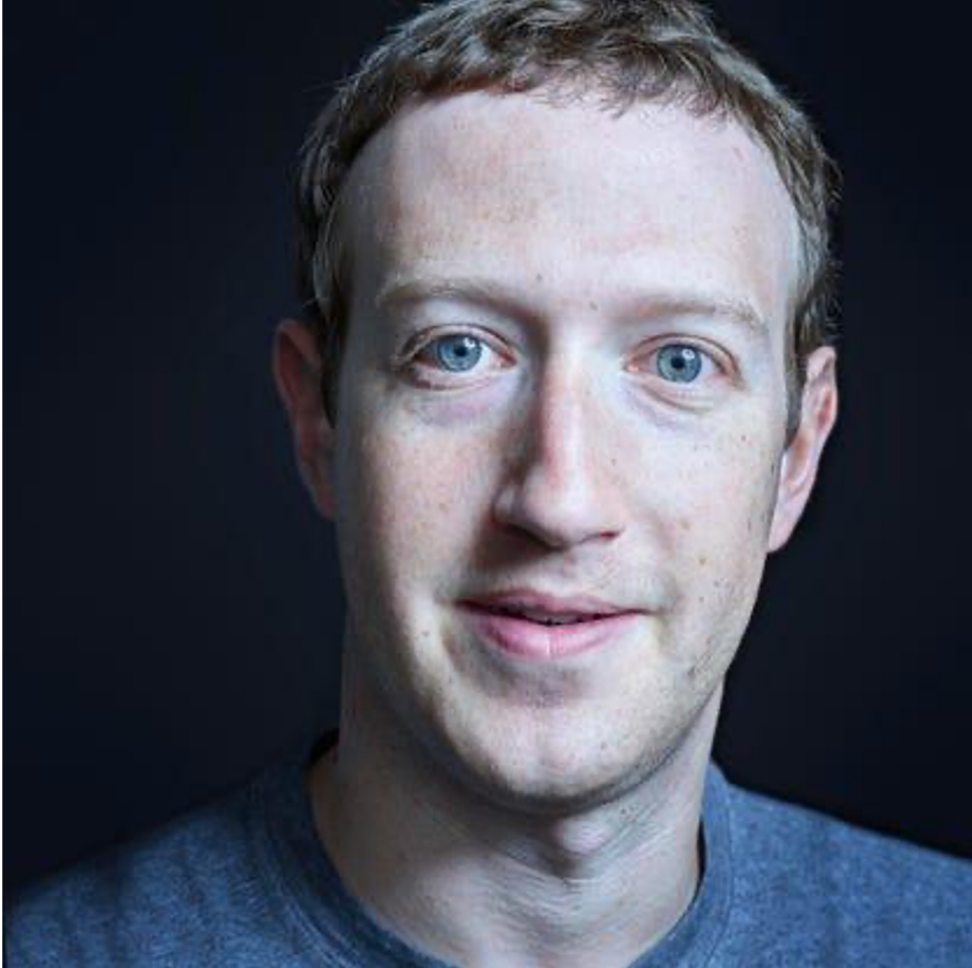
After the Break:

**The Difference One Leader Can Make To
Build a Healthy Culture**

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**One Leader Can
Significantly Impact
Culture.**

Mark Zuckerberg



Rosa Parks



The Fosbury Flop



Traits of a Healthy Culture

- **Leaders Who Are Growing 360°**
- **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**

**We Cannot
Lead People Places
We Are Unwilling To Go**

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Mission and vision are statements from the organization that answer the questions:

- 1. Who are we?**
- 2. What are our values?**
- 3. Where are we heading?**

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**In the Absence of Good
Communication, People Create
Their Own Narrative.**

Decommission the Invisible Army

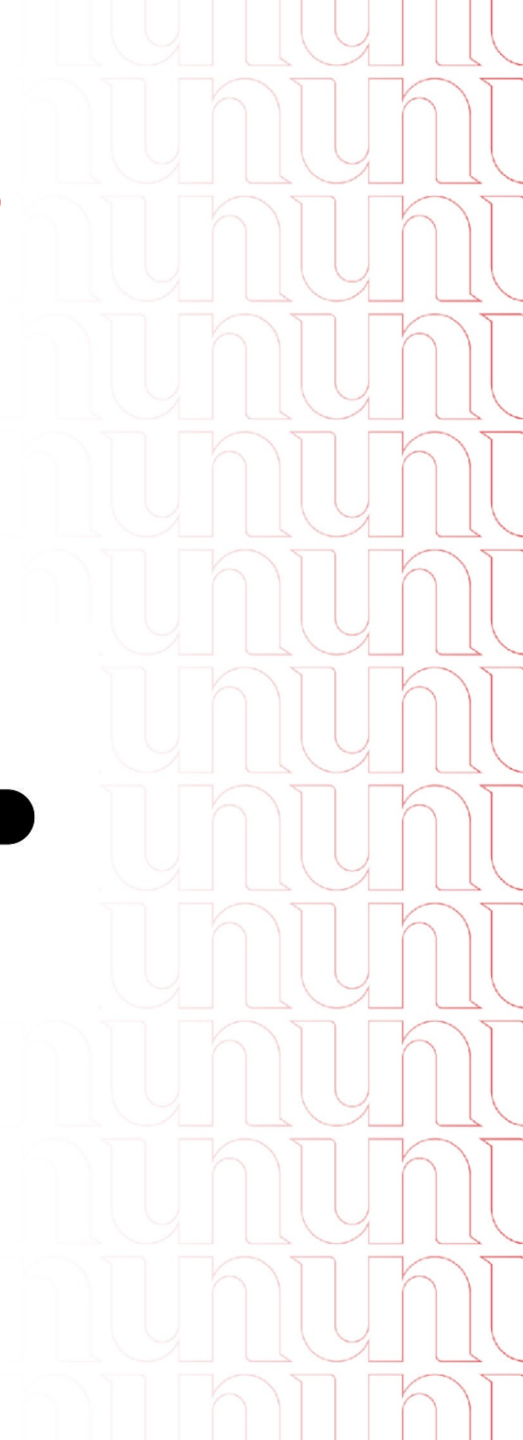


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How Will You Impact Your Culture?



Please Join Us Tomorrow:
**Creating Chick-fil-A
Caliber Cultures**

Rich & Kourtney Street



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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