

Growth by Design: Strategies for Company-Wide Cultural Alignment

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September 26, 2024

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1

Brand Ambassadors

A brand ambassador represents the brand in a positive light, thereby helping to increase brand awareness and sales.



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2

2

What is culture?

- ❑ How do you describe a company's culture?
- ❑ Why is culture even important?
 - Unique time in work landscape
 - Generation Alpha
 - Gig economy
 - Remote workers
 - People only stay if the culture is right for them
- ❑ Be intentional



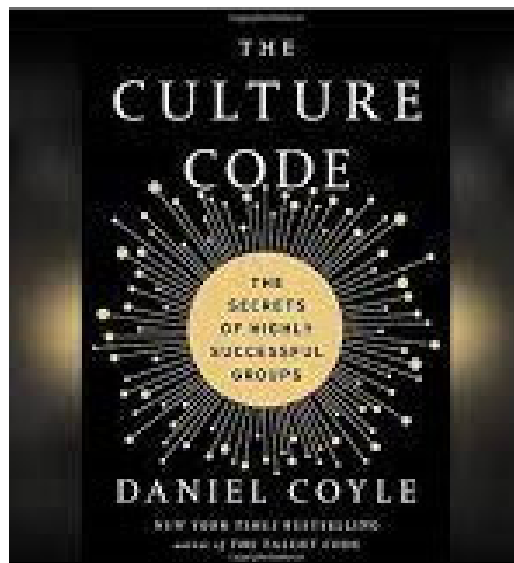
What is culture?

- The attitudes, behaviors, beliefs, norms, traditions, and shared values that exist within a group or organization
- It's "how we do things" and "who we are" as an organization

The Culture Code

- ❑ By Daniel Coyle

- ❑ Lesson 1: Build Safety
- ❑ Lesson 2: Share Vulnerability
- ❑ Lesson 3: Establish Purpose



5

Build Safety

- ❑ Psychological safety
 - Leads to a sense of belonging

- ❑ Which employee is more likely to file a claim against a company? One who feels psychologically safe and has a feeling of belonging or one who doesn't?



6

Build Safety

- ❑ 2022 Study by Ecsell Institute
 - 36,000 workers surveyed
 - Asked to rate the overall skills of their manager
- ❑ Findings
 - 9-10: 84% psychological safety
 - 1-6: 36% psychological safety

Ways to Improve Psychological Safety

- ❑ Encourage unique opinions
- ❑ Avoid micromanagement
- ❑ Support smart risk-taking
- ❑ Move quickly past mistakes

- ❑ When you interview potential managers, ask them about these qualities!
- ❑ Train your current managers!

Ways Employees Can Contribute

- “How can we work together to solve this problem?”
- Affirmatively solicit opinions from others.
- Actively listen and then probe with respectful questions.
- Extend kindness and show respect when team members share ideas even if you disagree with them.
- Provide feedback in a respectful, thoughtful way.

How Would Employees Rate Your Company's Psychological Safety?

Ask yourself how your employees might respond to these questions about your company:

- Is it okay if I don't know something?
- Can I raise a concern without retribution?
- What will happen if I try something different and fail?
- Should I share my ideas, or will my boss or coworker be upset with me?
- Can I admit a mistake without worrying that I may be fired?

Share Vulnerability

“Vulnerability doesn’t come after trust – it precedes it.”

-Daniel Coyle



Trust

□ Predictive trust v. vulnerability-based trust



Lencioni Video on Trust

13

Questions to Uncover Trust

- When was the last time you made a mistake at work?
 - How did you learn of your mistake?
- Tell me about the last time you apologized to a coworker.
 - Why did you apologize?
- When you don't know the answer to something, what do you do?
- When was the last time you asked for help from a coworker or boss?

Follow up to uncover details!

14

Establish Purpose

- ❑ Clearly communicate the shared goals of the organization so they know the “why”
- ❑ It’s not a mission statement carved in granite; it’s a kaleidoscope



Employee Engagement

- Engaged: highly involved and enthusiastic about their work and workplace (34%)
- Not Engaged: psychologically unattached to their work and company; putting time but not energy or passion into work (50%)
- Actively Disengaged: resentful their needs aren't being met and acting out their unhappiness (16%)

<https://www.gallup.com/workplace/285674/improve-employee-engagement-workplace.aspx#ite-357638>

Why Engagement Is Important

Differences between top and bottom quartile business units:

- 78% lower absenteeism
- 21% lower turnover
- 28% lower shrinkage (theft)
- 63% fewer safety incidents
- 32% lower quality defects
- **18% higher productivity (sales)**
- **23% high profitability**

Q12[®] Survey and Net Promoter Score

- On a scale of 1 to 10, 10 being best, how likely are you to recommend ABC Company as a great place to work?
- If they answer 1-8, the follow up question is:
What would need to change for you to increase your score to 9 or 10?
- If they answer 9 or 10, the follow up question is:
Would you be willing to write or film a testimonial that ABC Company can use to recruit employees? -OR-
What do you love most about working for ABC Company? (so you can keep doing it!)

Ethos' Culture



- Attitudes
- Behaviors
- Beliefs
- Norms
- Traditions
- Shared Values
- Communication

Belonging

- During the interview process
- During onboarding
- Weekly team meeting
- Group text message



Vulnerability and Psychological Safety

- ❑ Who needs help?
- ❑ What has something they want to celebrate?
- ❑ Radical Acceptance



Our Shared Values

★ Human Connection

- Be present
- Be authentic
- Be patient
- Be empathetic

★ Integrity

- Do the right thing
- Speak the truth, even when it's not the most popular choice
- Hold ourselves and each other accountable for commitments
- Treat yourself and others with respect

★ Radical Acceptance

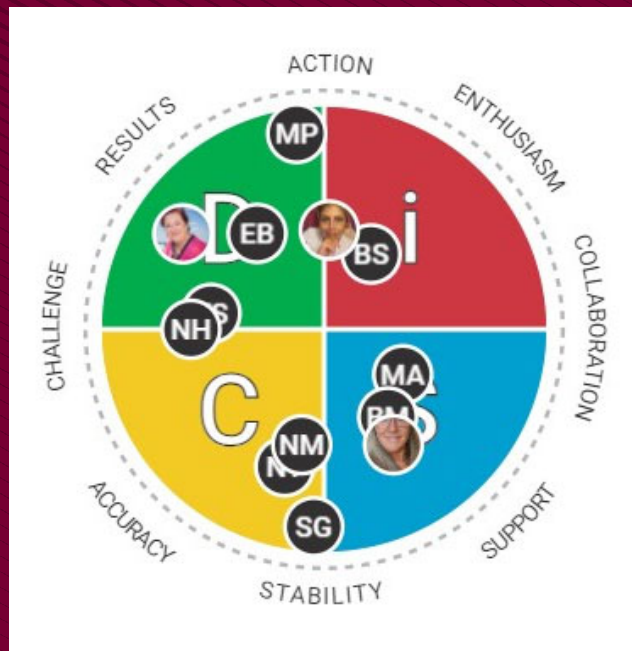
- Create a safe space where people can be themselves
- Be unconditionally non-judgmental
- Be kind to self and others
- Let your freak flag fly!

★ Passion

- Be excited about our team, our clients and our work
- Bring energy to our clients and what we do
- Show a "can do" and positive attitude
- Have fun!

Communication

- ❑ Communicate in a way that the other person will hear
 - Managers: delegate, motivate, develop, and manage better
 - Coworkers: treat coworkers with respect; stop taking it personally
 - Clients: talk to clients about what's important to them
- ❑ Recognize the gifts each person brings to the team



Traditions

- ❑ Annual retreat
- ❑ Company holiday party
- ❑ Year end donations to nonprofits
- ❑ Nonprofit discounts
- ❑ Team events: movie night, sporting events, theater shows, game night

Ethos Services

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<p style="text-align: center;">HR Consulting</p> <p>With our HR advisory services, we do the heavy lifting, supporting you in hiring, retaining, firing, employee performance & relations, policies, investigations, and everything HR. We are your HR department.</p>	<p style="text-align: center;">Recruiting</p> <p>We find talent who brilliantly execute their role. We invest in understanding your business and uncover what success on the job looks like to bring you high performers that build your cohesive team.</p>
<p style="text-align: center;">Team Development & Training</p> <p>We mentor individuals, use work style assessments to teach teamwork, we train teams how to work together better, coach new leaders to success, and much more. Get yourself a rock-star team.</p>	<p style="text-align: center;">Audits</p> <p>We conduct HR audits of employee files, Form I-9s, policies and procedures. Our audits ensure you are in compliance and employing best practices as you grow. In short, we streamline your HR function.</p>
<p style="text-align: center;">Payroll</p> <p>We offer payroll administration services to assist with payroll processing on your company's payroll platform. We prepare compliance reports, required union reporting and unemployment and workers' compensation claims.</p>	<p style="text-align: center;">Assessments</p> <p>We invest in proven, state-of-the-art assessment tools and bring their power to you. Using these tools we help individuals and teams communicate better. You get productive, high-impact teams.</p>


25

25

Thank You & Q&A

26