

CULTURE IS EVERYTHING

19 STEPS TO BUILDING A GREAT PLACE TO WORK

discover the core

- 1** Do you have a short & easy-to-understand core purpose? (Instead of a wishy-washy mission statement)
- 2** Can EVERY team member recite your core purpose?
- 3** Do you have 3-5 core values that EVERY team member can remember?
- 4** Are your core values used for a recognition & reward program that drives culture?
- 5** Are your core values used in every team member's quarterly review?

document the future

- 6** Do you have a ten-year obsession that acts as your North Star?
- 7** Does every team member get regular updates on progress towards your ten-year obsession?
- 8** Do you have a 3-year Painted Picture Vision of your culture's future that you refer to daily?
- 9** Is your Painted Picture Vision used to recruit new team members that help grow your culture?

execute relentlessly

- 10** Do you have an energetic daily huddle that aligns everyone to the Painted Picture Vision of your culture's future?
- 11** Is your culture reinforced with a short, specific story of a core value being lived at every daily huddle?
- 12** Have you reverse engineered your 3 year & 10 year goals to annual, monthly & weekly targets that are tracked at your daily huddle?
- 13** Do you have a robust recruiting process to know when 'maybe' means 'no' & only hire fellow zealots?

show more love

- 14** Does every new team member get a memorable & supportive welcome on their first day?
- 15** Does every team member get regular & personalized recognition for adding to your culture?
- 16** Does every team member get regular & genuine appreciation from the CEO and/or senior management?
- 17** Do you have a generous budget to show your love for team members & their families when bad stuff happens at home?
- 18** Do you have a regular rhythm of parties to celebrate the milestones of your culture AND to acknowledge the personal wins of team members?
- 19** Do you document your culture with an inspiring culture library or memory bank?

Need help executing this checklist? Visit TRISTANWHITE.COM.AU to learn about Culture is Everything Workshops & Coaching to help you nail it.