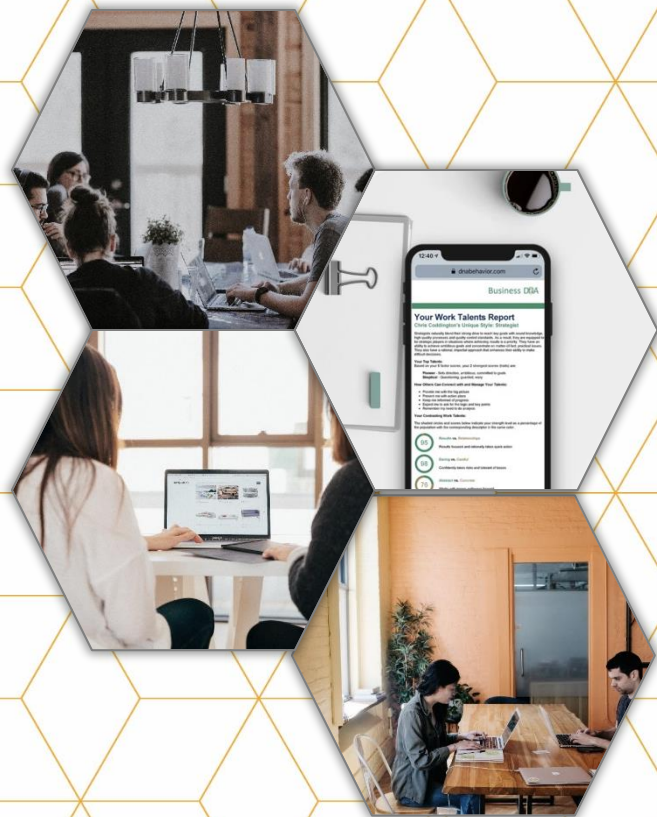


# Build A Behaviorally Smart Culture Program

Your E-Guide



DNA Behavior<sup>®</sup>

## What is Culture?

Culture should be at the top of every CEO's priority list. It is as important as strategic planning. If the culture isn't right, no amount of strategic planning and strong financial monitoring will deliver sustainable results.

Remember the old adage ... *"People leave managers, not companies"*

If CEO's are not intentional about culture, it can quickly become a major liability instead of an asset.

People read environment and culture well. When corporate culture is toxic it puts your business, your connection with customers, your competitiveness in jeopardy.

Corporate culture is both our individual and collective behavior. It determines how companies strategize, how they set goals, how they operate to deliver outcomes, and how each person is treated, regardless of status.

Culture can be changed; it can be improved. To begin that process the leadership needs to know what their current culture is like.

So, here's a thought.

As a CEO, ask yourself how you would respond if interviewed about the culture of your organization?  
The Questions:

- What is your corporate culture?
- Would it stand up to scrutiny?
- Would your values stand up to scrutiny, both in your personal and business life?
- What are your corporate values?
- What are the standards you expect in service delivery and the management of your people?
- What is the winning strategy of your company?
- How engaged are your people?
- How would you measure culture?
- What would your people say about the culture they work in?
- Can you define what you want your corporate culture to look like?
- Would the people on your team give the same answers you did?

If the environment of the organization is not founded in strong principles, values and purpose, known by everyone – then integrating multiple personalities, experiences, talents and agendas will not be productive.

Keep in mind, this approach begins with you.

## Leadership Shapes the Culture

To many leaders, culture is vague, intangible, and elusive, but it needn't be.

The healthiest team or group culture is one where there is a balance between managing the uniqueness of the individual, and a behaviorally smart leadership, whose style is to facilitate rather than be too forceful with their rationality. Remember the message: “Strict rationality kills culture”.

Get this right and then with a strong vision, the right people, and a leadership engaged with a ‘understanding people before numbers’ mindset, not only will the culture be healthy, financial success will follow.



## Every Organization Has A Culture.

It’s the ‘personality’ of the company. Its core lies in the personalities, behaviors, values and integrity of those unique individuals that make up the work force. It is a potpourri of people coming together to deliver business. But its success lies in the behavioral awareness of the CEO; whose people insight is the key factor that will bring this group together to deliver results.

Leadership sets the vision, determines the values that will define the culture. Everything, therefore, relies on how the leadership manages their business and personal lives. When values and behaviors are aligned with strategy and vision; where transparency is the norm, great things can happen.

Conversely, where leadership encourages and condones inappropriate behavior to turn a profit, the result is - lack of transparency, silo-operating, disengaged people, back-biting, questionable agendas, leading to unprofitability and failure.

You only need to research with the tag ...'the worst companies to work for'...and see the list of corporates known for their poor culture. Hopefully, you won't find yours there!

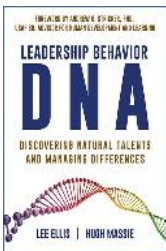
## Summarizing the Keys to Support Cultural Change Efforts.

1. CEO's are the principal architects of culture. So, review your own personal vision, values, and level of engagement.
2. Is your style of leadership too strict, too controlling, and/or too rational? It can be revealed and managed.
3. What is the market saying about your business? If no one is talking and boasting about the culture of the organization, it's a sure sign there isn't one, or if there is, it's toxic.
4. Take the pulse of and measure the current culture – maybe not everything needs to change.
5. The use of a validated personality discovery process can quickly identify those able to manage cultural change and who are behaviorally smart enough to capture culture and vision quickly and run with it.
6. Hiring – Optimize your hiring process to ensure you are bringing in the right people.
7. Introduce a validated personality profiling system such as DNA Behavior Natural Discovery process to know your people at a deeper level.
8. Appoint a Culture Manager. Empower them to work across borders in the business, to introduce, and facilitate and maintain the culture.
9. Take a fresh look at those you are partnering and doing business with. Does their culture align with yours?

In conclusion - there are many ways to begin, or tweak, the process of creating culture, but in the end leveraging behavioral intelligence, that is, real-time behavioral analysis of who you are as individuals, and how to use that scientifically based insight to create culture, is not only the key, but the starting point.

[Listen](#) to our Founder and CEO Hugh Massie as he talks about how we can help you build your leadership skills and culture.

*(Please see Hugh Massie's New Book. Click on the image below to know more!)*



Just Released: Hugh Massie's book with Lee Ellis  
[Leadership Behavior DNA](#)

Link to 15-minute discussion with our Consultant [Click Here](#).