



CORPORATE CULTURE ACTION IDEAS

You can smell a culture. Spend 30 minutes or less in a company and you can describe the culture. It may be difficult to identify your own culture because you have become so much a part of it. However, every organization has one, and it's vital to identify the key factors in yours and intentionally manage that culture. It's imperative that a company's leadership stop to recognize the importance of a proactive corporate culture, its bottom-line effects on performance. Implementing some of the ideas below can make an immediate, positive improvement to any company's culture.

RECOGNITION IDEAS

- Acknowledge Birthdays
- Acknowledge Company Anniversaries
- Handwritten Notes
- "Caught In The Act" Certificates
- "Out Of The Box" Awards
- Associate Of Month- Quarter- Year
- "Ring The Bell" When Success Happens
- Send Digital Photo Cards
- Create Contests

COMMUNICATION IDEAS

- Vision Sharing
- Daily Huddle
- Monthly Announcements
- Quarterly Updates: Live & DVD
- Quarterly Themes
- Email Blasts
- Voice Mail Blasts
- Annual "State of the Company"
- Newsletters / Yearbooks
- Orientation
- "Re" –Orientation
- Progress Reviews
- Associate Surveys
- Lunch with the President
- Key Metrics / Financials Sharing
- Senior Leadership Field Visits