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Hello everyone and welcome to Module 7 of the 90 Days to a Profitable and Productive Team Program. I am Deanna Maio, your hostess, and in today's module we're going to talk about how to create an inspiring work culture.

So the thing about this module is that it's at the end of the program, but honestly it could possibly be the second most important. I mean, if the first most important thing is just bringing the right people on to the team, the next most important thing in my opinion – after having managed and led others for 25 years – is seeing that they are feeling inspired and motivated. It is important that they are feeling recognized and celebrated for the good work they are doing and that they have an opportunity to thrive in your environment and perform well. As much as this analogy is kind of gross, I like to think of it like, where does bacteria thrive? Moist and dark places have the perfect conditions. It will go crazy. The same is true with your team. If you keep your business and your culture - even if it's all virtual - very conducive to your team, having them growing, developing, and stretching themselves, you're going to have a really, really wonderful experience. You're going to have people working with you that are so loyal, motivated, and determined to see the business succeed. So that's what we're going to cover today- how to build an energizing motivational culture, how to develop high performance by choice (not by chance), and then how to celebrate and reward success. So let's get started!

First off, when inspiring high-performance there are really six key things that have to happen. The leader has to clarify the vision and the purpose of the organization, identify the values of the company, share the stories that create the history of the organization with their team, build the brand, model the behavior they want to see, and celebrate success. We're going to focus more on some of these than others because some I know you are already doing this as a function of your marketing and other operational initiatives. So let's talk about the vision and the purpose.

When it comes to the characteristics of a vision for your company, there are five that we have identified.

1. You state it in the present tense
2. It is farsighted and not necessarily constrained by what exists today or what you have today
3. It is very concrete and integrates all the senses
4. It inspires committed action from your team – meaning a vision can't be what you have today- things are going to have to change or be different for you to achieve it
5. It's not what you think you can have but what you really, really want

Now, as entrepreneurs, we're generally really good at dreaming big. What we're not so good at is sharing it with others- and we think we do, but we don't. So when you want to

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create a sense of purpose, you need to really identify what role each person plays in the organization, the department, the team, or whatever small segment you are referring to. What are the key products and services? What do we want our customers to say about us? What would this company lose if we weren't on the team?

Second thing you want to do as a leader to inspire great culture is identify the values of the company. A lot of people do this kind of work involving identifying values – personal values, company values, etc. It's become a bit commonplace to do but please don't let the commonplace thing gets in the way of it being seen as how powerful it really is. I guess what I'm saying is, just because it's simple doesn't mean it's easy and it doesn't mean it's not important. Every company is going to be very different around what values really drive their results. You want to take the time to do that and get clear on what the 'top 5' or 'top 10' values are and share them with the company. Use the words in everyday conversation, use them in your presentations, and use them in your team meetings.

Next thing the leader does to create an inspiring culture is to share the history of the company in stories. Identify one or two stories that reflect the culture of your work unit or your company and how these stories have affected you and share them. Share them with new hires and share them during team meetings. You want to make sure that these stories become just like stories that were passed down in indigenous cultures or throughout history, because stories not only tell us the facts but it gives us the emotion behind it as well.

Certainly you want to build your brand. I'm not going to spend very much time here because this is something you should be doing with your branding and/or marketing coach. But simply put, a brand is the personality or character of the organization. It's not just your logo, it's not just your colors but it's really all those things together – the words, the picture, the feeling that people walk away with after having an experience with your company. If values are internally focused, the brand is about your external focus for those that are seeing your company from the outside in. We do have an exercise here for you around 'building your brand' that you can do and it's optional. It's just a couple of questions for you to work on – maybe not just yourself, but also with your team- to help you get clear on what that external focus of the brand is. What characteristics create trust for your customers? How do we want to be known? How can our visual identity support our purpose and what sets us apart? If you feel like you need to do some branding work, please let me know and I can make a referral to someone that can help you to identify what the brand elements are and then I can also make referrals to someone who can help you to create those things like copy, graphics, etc.

Most importantly, the leader has to model behavior. You need to be modeling the behavior you want to see within the organization. One way that you can do this besides

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answering these questions is by writing a leadership declaration that embodies your commitment and sticking it on your computer monitor or your desk. Read it every day and also even share it with your team. There is something very powerful about sharing with your team the things that you want to embody and then asking them to hold you accountable to that.

Lastly, the leader celebrates success. You have to be recognizing and celebrating success – your own, as well as those on your team. Make sure that you are celebrating success in ways that your team can receive. As a suggestion, I recommend you check out ‘The Five Love Languages’ or ‘The Five Languages of Appreciation in the Workplace’ written by Gary Chapman, if you're looking for ideas and ways to really show people that you recognize and appreciate them for their contribution. You want them to be able to receive that recognition in a way that they can because each of us recognizes receiving recognition in different ways, or prefers to receive it in different ways. If you're constantly giving recognition, let's say by giving people gift cards, but that isn't really what they need or want, what they really need is a handwritten note. It's like your message is falling on deaf ears and it can be very frustrating for you and for your team. That's where people often say "I don't feel appreciated" and you ask the boss and the boss says "Oh my gosh! All I do is appreciate them!" and there's a huge disconnect there. So make sure that you are celebrating success with your team and the model that you want to use to do that is here. This is our four step model for celebrating success.

1. Just describe specifically the accomplishments or the behavior that was positive
2. Explain how important it was to the vision, to the purpose, to the values, to the brand for the organization
3. Ask the individual or the team, if you're celebrating team success, how they did
4. End with your sincere appreciation.

And to wrap up for today, we have a couple of toolkit items for you. First of all, we've identified the questions to help you get clear on brand. We've outlined the celebrating success model for you so you can print that out and have that right at your computer. We've also created a handout for you with recognition reward ideas to spark your mind when it comes time for you to celebrate success. And that's it for Module 7 from 90 Days to a Profitable and Productive Team. Thanks so much for being here with me today everyone. I hope that you found this useful and helpful – this high level overview – and I look forward to connecting with you again soon. Take good care!