Corporate Culture Challenge
day three worksheet

We've reached the last day – the day you pull it all together.

From your Day Two worksheet, you know the primary qualities you want to communicate. These are the most important cultural qualities for the current reality. Now you need to decide how to communicate these qualities – and how to tell whether people are living them.

The idea here is to make *checking in about* these core cultural qualities *part of the culture*. Did you notice that?

step one: watch the video or read the transcript

step two:

What *competencies* or *behaviors* must someone demonstrate to "walk the talk"? For instance, for *trust*, refer to Rachel Botsman's four points from yesterday's video (see transcript). List at least three for each.

Competencies for Key Quality #1:_____

1. _____

2. _____

3. _____

Competencies for Key Quality #2:_____

1. _____

2. _____

3. _____

Competencies for Key Quality #3:_____

1. _____

2. _____

3. _____

step three:

How will you communicate the qualities, competencies, and accountability? Pick as many as you like from the list on the next page, and add any that make sense for your organization.

_____

_____

_____

step four:

When will you start communicating with everyone?

_____

step five:

And how will you continue communicating and supporting these core qualities of your culture and their associated competencies? Again, refer to the list on the next page for ideas.

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_____

_____

COMMUNICATION AND CONNECTION IDEAS

This is far from an exhaustive list of ways you can communicate your company's core cultural qualities, and then continue supporting employees in "walking the talk."

Your organization has established ways of communicating with employees. Use those, of course. AND, because the brain is revitalized and engaged by new ways of seeing things, try something you've never done before.

Communicating culture to remote teams

- Email (yawn … but yes, do it anyway)
- Recorded video sent via email and posted in relevant spaces (company intranet, Slack channel, other communication platforms you use)
- Voicemail broadcast
- Physical snail-mail sent to employees – perhaps with a fun, colorful card (such as one of the cards from the Day Two prize!)
- All-hands video meeting
- Meet with team leads; then team leads meet with their teams
- Brainstorm with the employees – they'll have good ideas. After you tell them the qualities and competencies, ask them for ideas on how they'd like to carry it forward

Ideas for ongoing support

- Appoint a culture evangelist for your organization, department, or team
- Use email tag-lines – perhaps award a monthly prize to the person who comes up with the best one that month
- ANY TIME you meet with someone, you can check in
- Send out irregularly-timed email reminders and updates
- Send out irregularly-timed text reminders and updates
- Conduct phone check-ins; everything doesn't have to always be video
- Set up a Slack channel, if you use Slack – or whatever you do use – Microsoft Teams, Workplace by Facebook, etc.
- Include a check-in as part of regular team meetings
- Include a check-in as part of regular one-on-one meetings