

# How to lead a great culture

How do you generate, promote, influence and guide a culture your teams want to work for?

**Culture is the experience between a supervisor and their direct reports**

– Pamela Lipkewich

## Read Up!

**The Culture Code: The Secrets of Highly Successful Groups**  
Daniel Coyle

**Radical Candor- Be a Kick Ass Boss Without Losing your Humanity**  
Kim Scott

## The 5 – Five ways to develop and nourish a great culture

### The One Question to ask

Does your company's culture care as much about you as it expects you to care about the company?

#### 1 – Define

Define what you want your company culture to look like?

#### 2 – Look around

Ensure that both tangible and non-tangible aspects of culture are considered.

#### 3 – Model

Model the behaviours and provide practical ways to embrace that culture.

#### 4 – Inspire

Use language, influencers, managers and channels on a regular basis to kickstart, embed and lift the culture.

#### 5 – Communicate

- + Language
- + Influencers
- + Direct Communications to Managers
- + Channels

### NEW – Total Presentation Masterclass

A revolutionary 5-Step Process to improve the success of your presentations, pitches, talks and conversations. Learn more – [www.speakupgetresults.com/masterclass](http://www.speakupgetresults.com/masterclass)