



COMPANY CULTURE

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Company Culture Defined:

The prevailing thoughts, beliefs, and allegiances that drive processes and behaviors at any given company. – DM

Your company has a culture. It is either happening by design or by default. Half way through leading the failing IBM to a new start Lou Gerstner concluded, “culture is everything!” If you don’t change a company’s culture, you will never change the company. Your company’s culture drives how you evaluate success, shape employees, interact with customers, deal with change, and every other aspect of business. **“Culture is everything!” - Lou Gerstner**

There are many ways to evaluate a company culture but consider these two just to get you thinking. Do you have a Performance or Political Culture?

Performance cultures reward you for what you know, have little time for bureaucracy, believe the communication chain should be based on the best way to get the job done, and reinforce performance at every turn.

Political cultures reward you for who you know, are mired in bureaucracy, insist on strict communication channels even when it hurts the business, and reinforce conformance over performance.

Shaping your company culture is vital to your future success!

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TRUTHS ABOUT COMPANY CULTURE

1. All companies have a culture
2. Great company cultures don't happen by accident
3. Company cultures either reinforce or work against your objectives as a company
4. Great company cultures improve retention and performance
5. Leaders are responsible for shaping their company's culture

Want to change your culture? Contact me.

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As a company we...

1. Value performance over politics
2. Have a company culture that supports change, innovation, and growth
3. Have a problem solving culture not a blame culture
4. Encourage open communication across the company for maximum performance
5. Continually work on developing a culture that reinforces our key goals, objectives, and values
6. Value action and delivery over bureaucracy
7. Refuse to stay stuck in less effective old ways if newer and better ways are available
8. Value “right” above rank
9. Encourage every person in our company to think and improve our business
10. We have a collaborative culture versus a siloed culture

Disagree! Agree!

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