



THE ALIGNMENT PROJECT

SAFE
QUALITY
RESPECT
OWNERSHIP
TEAM

LEADING YOUR TEAM / EMPOWERMENT

CULTURE TRUMPS EVERYTHING

*"Vision is what hangs on
the wall, but culture is
what's in the hall."*

WITH BOBBY BOGARD

No man has to walk alone.

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Where is the cultural lid when it comes to solving problems, generating new concepts, and overhauling outdated systems? An organization can have great systems and processes only to have them sabotaged by the culture. Culture is how we do life together. It is the undercurrent of everything healthy and unhealthy in an organization, and it has the loudest voice even when nothing is spoken.

01 HOW A LEADER SHAPES CULTURE

WHATEVER IS CELEBRATED AND TOLERATED

Whatever is **celebrated** and whatever is **tolerated** will inevitably become the culture. It shows up in the language of the employees. Think of Chick-fil-A, where “Thank you” always meets the same reply, “My pleasure,” no matter the location or the state.

An organization’s culture is demonstrated in its values, the ones lived out, not just written down. When a company claims “a culture of excellence” and then celebrates anything less, **anything less becomes the standard**. Practices, behaviors, and habits drive the ethos too. Is there true responsibility with accountability, or do we overlook things to hit deadlines? **No matter what is written, the culture will control the movement within the institution.**

Culture eats strategy for breakfast.

PETER DRUCKER / MANAGEMENT

Healthy cultures never happen by accident.

BOBBY BOGARD / THE ALIGNMENT PROJECT



MAINTAIN IT DAILY

CULTURE DRIFTS WITHOUT CONSISTENCY

Cultures require day-to-day maintenance. Without consistency, a company experiences **cultural drift**. Relational accountability provides the best stability. Leaders communicate what is expected of those they lead by modeling more than instructing.

Culture is more **caught than taught**. New employees learn the tenets during onboarding, but the longer they stay, the more their behavior and values conform to what's lived out daily.

Consider tenure, too. Over years of existence, a company's foundations can be forgotten and its core beliefs eroded. Leadership should frequently tell the company's story, recounting how it started, how it got here, and the direction it is headed. **The company's history reinforces its culture.**

REMEMBER

No matter what is written, culture controls the movement, and it never happens by accident.

"Healthy cultures never happen by accident."

KNOW WHERE YOU STAND

TAKE THE FREE ASSESSMENT

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