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Leadership Insights

Culture—It Depends On Leaders

Culture is critical to shape and guide organisations as to how things are done, in other words “how we do it (business) here”, and there are many organisations who enjoy the benefits of a strong and proactive culture.

However, there are other organisations that, despite the no. of ‘culture’ workshops, meetings and eye-catching banners positioned throughout their building, leaders and staff go about their work independent of the principles of the intended culture, resulting in the benefits of good culture being lost and the concept of culture becoming an empty and meaningless cliché.

Implementing Culture

Once an organisation has articulated their desired culture, senior leadership must communicate it through all leadership levels, who then communicate it through their teams and people to ensure staff understand what the culture is, how it works, and the benefits it delivers.

But communication is not enough—culture requires action so leaders at all levels must be ‘doing’ the culture so staff can see and follow their example. Unfortunately, too many leaders talk about such cultural areas as

Teamwork—but their teams are not co-operative; Empowerment—but people are micro-managed; or Integrity—but leaders say one thing then do another. Unless staff see their leaders ‘doing’ the culture they lose respect in their leaders, and the culture can quickly become diluted, ineffective, or even fail.

Culture—3 Key Leadership Actions

3 key leadership actions to implement culture are:

1. Demonstrate Culture—when staff see leaders ‘doing’ the actions of culture they will follow...but when leaders talk about culture then do the opposite, staff are often left to think that the culture is irrelevant/unnecessary

2. Examples—highlight and acknowledge examples of events/actions where the principles of culture have been implemented and delivered positive outcomes

3. Correction—quickly address situations where the principles of culture have not been followed, and provide appropriate correction, direction and guidance

Eastview Strategic Consulting:

Eastview consults with organisations to assist them to execute and embed culture throughout the organisation.



About Eastview

Eastview specialises in assisting organisations to execute strategy by delivering incisive, strategic and results-changing Leadership Development and Strategic Consulting throughout Australia which are:

- Individually Designed** - to address your specific challenges, opportunities and requirements
- Strategically Planned** - to align with your strategies, competencies, performance measures and culture
- Incisive in Content** - using world-class resources, comprehensive content, and extensive experience
- Results-Changing** - through intensive hands-on practical learning and support that enables rapid application
- Excellent Value**

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