

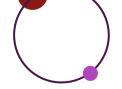
**PRESENTED BY** 







**Cultivating a Company Culture Where Your Team Thrives** 



## Jes DeShields

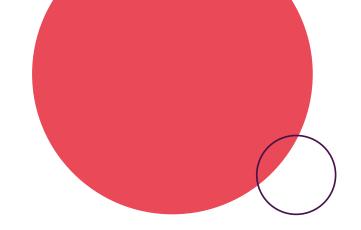
Founder, Crescent Leadership



## James Lovaas

DTC Operations Manager, Wente Vineyards





The Secret to Employee Growth & Retention



Identifying presenting problems or symptoms.

The culture assessment process.

Improving culture - regardless of your role.



## Hint: Positive Culture has Measurable Benefits!

- 1. Increased Productivity
- 2. Increased Engagement
- 3. Increased Profitability
- 4. Increased Collaboration
- 5. Increased Retention
- 6. Improved Employee Wellbeing

## Workplace Culture

Workplace culture is the environment and atmosphere of an organization, as perceived by its employees.



## Workplace Culture

**Values** 

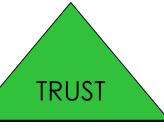
**Beliefs** 

**Attitudes** 

**Behaviors** 

**Interactions** 







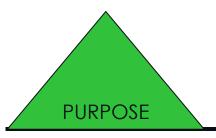
FEAR



ISOLATION







**APATHY** 





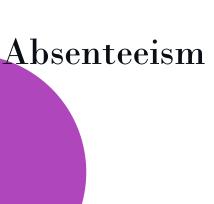
FATIGUE



## Presenting Problems

Presenting problems are the initial symptoms that cause a person to seek professional help from a doctor, therapist, or another mental health provider.





Turnover



Cough

Headache

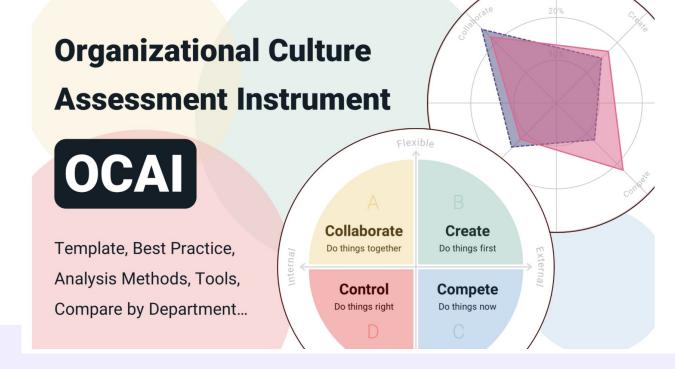
Runny Nose

- High Turnover
- Absenteeism
- Gossip
- Workplace Competition
- Cliques

Presenting Problems
Front of House

# Presenting Problems Back of House

- Micromanagement
- Lack of Communication
- Lack of Recognition
- Lack of Clear Goals
- No Development Plans



# Assessing The Situation

### **Culture Assessments**

## **Denison Organizational Culture Survey**



		Overall	Executive Team	Marketing	Finance	Account Services	Information Technology	Purchasing
Mission	N=	3375	14	665	646	1381	669	675
Strategic Direction & Intent		39	69	61	23	47	22	70
Goals & Objectives		79	89	90	67	84	63	80
Vision		56	85	76	45	66	22	93
Consistency								
Core Values		49	80	67	33	62	22	91
Agreement		75	86	72	85	81	49	88
Coordination & Integration		77	80	83	69	85	47	89
Involvement								
Empowerment		53	78	71	35	71	18	86
Team Orientation		81	85	85	69	85	76	88
Capability Development		64	93	54	22	85	46	96
Adaptability								
Creating Change		89	97	89	86	94	78	97
Customer Focus		79	86	80	65	85	78	77
Organizational Learning		91	95	95	94	90	83	91

## Assessing The Situation

### **Culture Assessments**



#### Living Purpose

Being of Service, Future Generations, Vision, Social Responsibility, Long-Term Perspective

#### **Cultivating Communities**

Community Involvement, Partnership, Mentoring/Coaching, Employee Fulfillment

#### **Authentic Expression**

Openness, Creativity, Integrity, Passion, Trust, Honesty, Transparency

#### **Courageously Evolving**

Accountability, Transformation, Innovation, Continuous Learning, Autonomy, Empowerment, Agility

#### **Achieving Excellence**

Quality, Results-Orientation, Competence, Self-Esteem, Productivity, Efficiency

#### **Building Relationships**

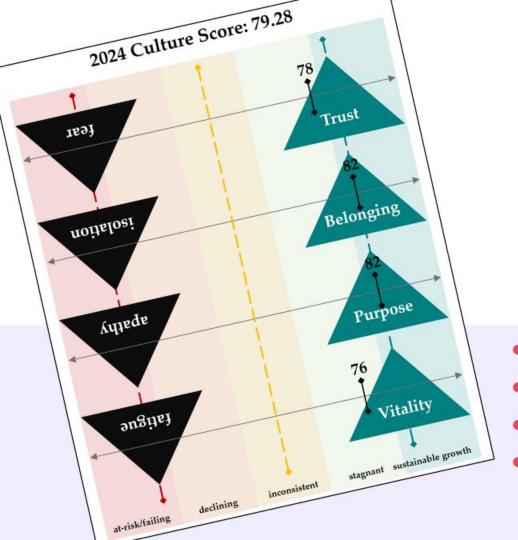
Customer Satisfaction, Connection, Respect,
Listening, Open Communication

#### **Ensuring Stability**

Financial Stability, Profit, Safety, Health

## Assessing The Situation

### **Culture Assessments**



# Culture Assessment A Case Study:

## CLARK CONDON

- Background
- Strengths & Challenges
- CL Interventions
- Outcomes

-9



## Background

Shifting from singleowner model to shared leadership and addressing systemic culture issues

### Strengths & Challenges

Trusted External Brand counterbalanced by growing internal strife

Dependable history counterbalanced by the need to innovate and protect relevancy.





### Crescent Leadership Interventions

- Dynamic Leadership
   Transition
- Multi-Year Evolving StrategyDevelopment
- Organizational Culture Assessment (DEOCA)
- Ongoing Culturing Support

### Outcomes

- Shared Leadership Success
- Culture Transformation and Organization Stabilization
- Sustainable Growth
- Strong Succession
   Planning





### What if?

- Lack of Support
- Lack of Funding
- Lack of Staff



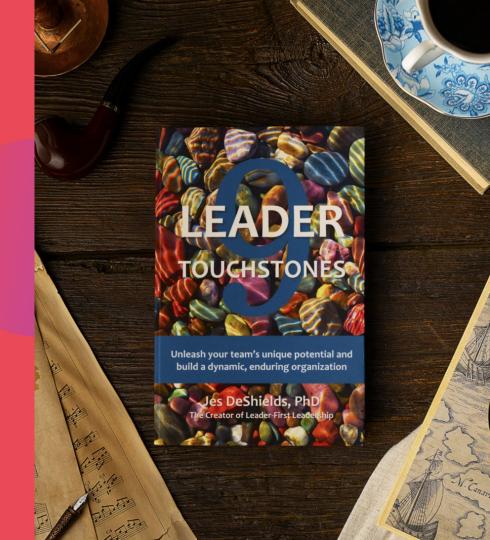
Take Matters into Your Own Hands



## Culturing

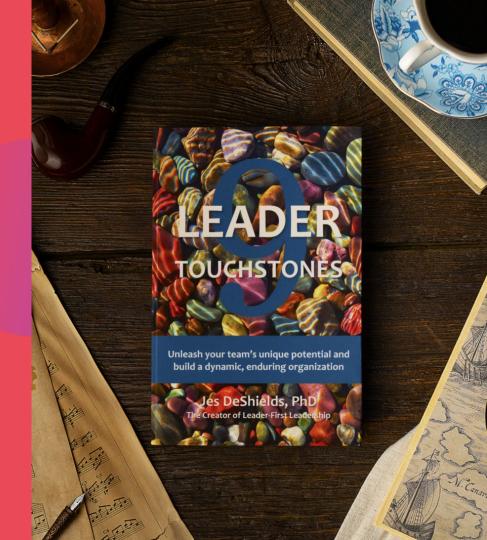
Culturing creates and maintains conditions suitable for growth through methodical and intentional planning, execution, cultivation, and measurement.

Culturing Fundamentals
#1
Look first to self, then
guide others



Culturing Fundamentals
#1
Look first to self, then
guide others

#2
Never culture alone —
share leadership





# Culturing Fundamentals #3

Invite team members to co-create culture



# Culturing Fundamentals #3

Invite team members to co-create culture

#4
Write down the plan.
Work the plan.

Culturing Fundamentals
#5
Give yourself grace.
Extend grace to others.



Culturing Fundamentals
#5
Give yourself grace.
Extend grace to others.

#6 Be patient.



## Coaching for Culture

- 1. Skills
- 2. Mindset
- 3. Future



Results, good and bad, are byproducts of culture. Culture is a mirrored byproduct of a Leader's behaviors and actions. Focus on increasing results alone, with no intent to improve or change the behaviors and actions that create those results = minimal, or unsustainable growth.



## Culturing

Culturing creates and maintains conditions suitable for growth through methodical and intentional planning, execution, cultivation, and measurement.

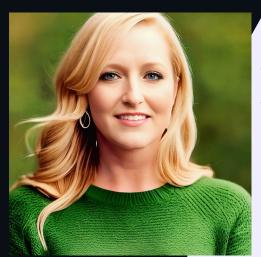
Identifying presenting problems or symptoms. Don't Treat Symptoms.

Consider a cultural assessment.

Improving the culture - regardless of your role.



## Questions?



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