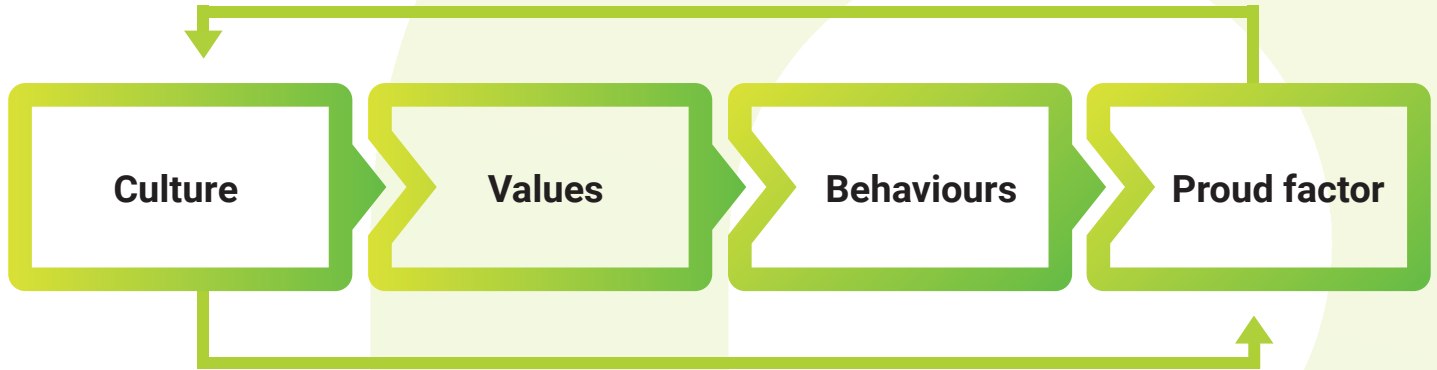


# CULTURE

Creating a high-performance culture in your business



## STEP 1. Culture

Culture isn't just a thing; it's everything! Your competitors can copy your ideas, products, and services, but they can't replicate your culture, which is unique to your business.

### Question 1

What is the culture in your business today? Describe the current vibe in your workplace; what guiding principles shape it?

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### Question 2

What culture are you aspiring to have in your business? What would it feel like? What would it look like? What working environment do you want to create?

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## STEP 2. Become values-driven

### Question 3

What are your current values? What does your business stand for today? What do you want it to stand for?

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## STEP 3. Know your standards of behaviour

### Question 4

What enabling behaviours do you want to see?

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### Question 5

What derailing behaviours do not fit with your culture?

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## STEP 4. The Proud Factor

### Question 6

On a scale of 1-5, how proud are your people to work for your business?

1

2

3

4

5

(1=low, 5-high)