



How to Build and Maintain a *Positive* Organizational Culture

It's no secret, companies with positive cultures thrive while those with negative ones can wither. But how do you build a positive organizational culture? And once you build it, how do you maintain it? This eBook will help you assess where your company is, assist you in understanding why you're there, and then show you how to build a culture that will energize your organization, engage your employees, and ultimately delight your customers.

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How Does *Change* Happen?

To build on your organizational strengths to reach the degree of excellence you're trying to reach, it's important to first look at why culture change happens and what elements — big and small — impact it:

Shifting Dynamics

When companies merge, the culture can shift, often to uncertainty. Visionary leaders see this as an opportunity to develop their organization's culture. They are willing to invest in evaluating and improving processes and strategies to enhance their culture.

Leadership Changes

Without a transition plan in place, adding or losing a visionary leader can be detrimental to company culture. The key to the longevity of any organization experiencing leadership changes is to get everyone back on the same page with the same vision and strategy, focused on internal and external service.

Structure

Mergers and leadership changes can lead to changes in organizational structure. Those, in turn, can lead to a lack of communication internally that can directly impact service.

Growth

Growing companies are changing companies. Simply moving from one building to another or restructuring office spaces can positively or negatively impact organizational culture. Consistency throughout the growth process is key to maintaining a positive culture where excellent service is a priority.

Action Starts with *Alignment*

A positive organizational culture always starts with your leadership. Your leaders must be aligned with the culture your organization wants to create — and they must understand their role in creating it. Getting buy-in from gatekeepers at the mid-level and other employees is key.

How do you know if your culture is leaning positive or negative?

Use the following checklist to identify where your organizational culture stands:

Motivating

- Leadership is aligned
- Clear and open communication
- Employees focused on excellent service
- Internal relationships are strong
- People are motivated to grow within the organization

De-motivating

- Leadership is at odds
- Communication is difficult
- Employees are preoccupied with issues
- Internal relationships are not good
- People are doing the bare minimum

Get It *Done*

There's always room for improvement and growth.

The truth is organizational culture development is never finished. No matter if your current culture leans positive or negative, there's always room for improvement and growth. The **NINE COMPONENTS** on the following page will help you build a customer service culture that will excite your organization, engage your staff and leaders, and ultimately delight your external customers:



NINE COMPONENTS of a Customer Service Culture

VISION & VALUES

Your vision and values are at the heart of culture change and development. Everything you do starts with these.



BEHAVIORS

Employee behavior must match the vision and values of your organization.



STANDARDS

Standards of service are the key to consistency.



SYSTEMS & PROCEDURES

The systems and procedures you have in place must work for your customers.



MEASUREMENT

Determining the effectiveness of your systems and procedures requires that your leaders know what to measure and how to measure it.



ACCOUNTABILITY

Establish accountability systems that link to your performance management system.



REWARD & RECOGNITION

By establishing standards, behaviors, measurement and accountability, your organization can then reward and recognize great service.



FEEDBACK

Organizations that provide great service manage feedback effectively on a daily basis.



COMMUNICATION

Open and clear communication brings it all together. Through established behaviors, standards, systems, training, and feedback, your organization will deliver better service.

A smiling man with short dark hair and a light beard, wearing a light blue button-down shirt, is the central focus of the image. He is looking directly at the camera with a warm, friendly expression. The background is a blurred office environment with other people working, suggesting a positive and collaborative work culture.

Build Your Positive Culture *Now*

READY TO BUILD A POSITIVE ORGANIZATIONAL CULTURE? Contact Moran Consulting today! Visit moraninc.com to learn more about how our products and consulting services can help your organization.

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