Winning the Talent Wars with Culture

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speaker | author | consultant

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human
WORKPLACES

culture

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culture

drives behavior

human
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culture

drives behavior
matters to Millennials

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culture:

the collection of words, actions, thoughts, and "stuff" that clarify and reinforce what is truly valued inside an organization.

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Culture Marker	TRADITIONALIST	CONTEMPORARY	FUTURIST
AGILITY		7.2	
COLLABORATION		7.4	
GROWTH		7.7	
INCLUSION		8.0	
INNOVATION		7.4	
SOLUTIONS		6.9	
TECHNOLOGIES		7.2	
TRANSPARENCY		7.2	

7.4
Society of
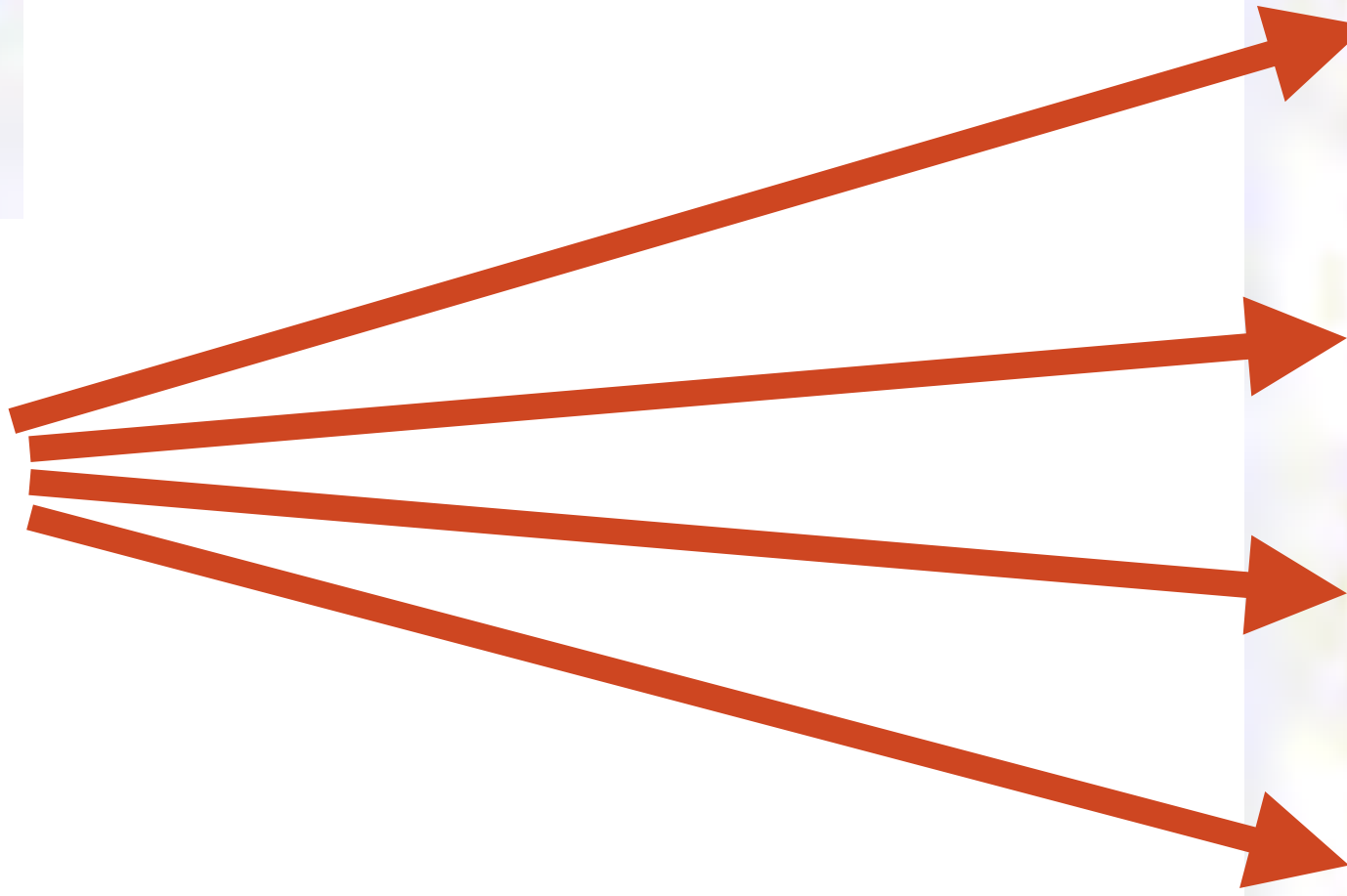American
Florists Total

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Innovation

7.4 MARKER RATING

Innovation Building Blocks

- **8.4** Creativity (N5)
- **7.8** Future focus (N3)
- **7.8** Inspiration (N4)
- **7.6** Continuous improvement (N8)
- **7.5** Permission to hack (N7)
- **7.2** Risk taking (N1)
- **6.7** Experimentation (N6)
- **5.9** Testing new ideas (N2)

Innovation — 7.4 MARKER RATING

Concepts

Innovation Bulding Blocks

- 8.4 Creativity (N5)
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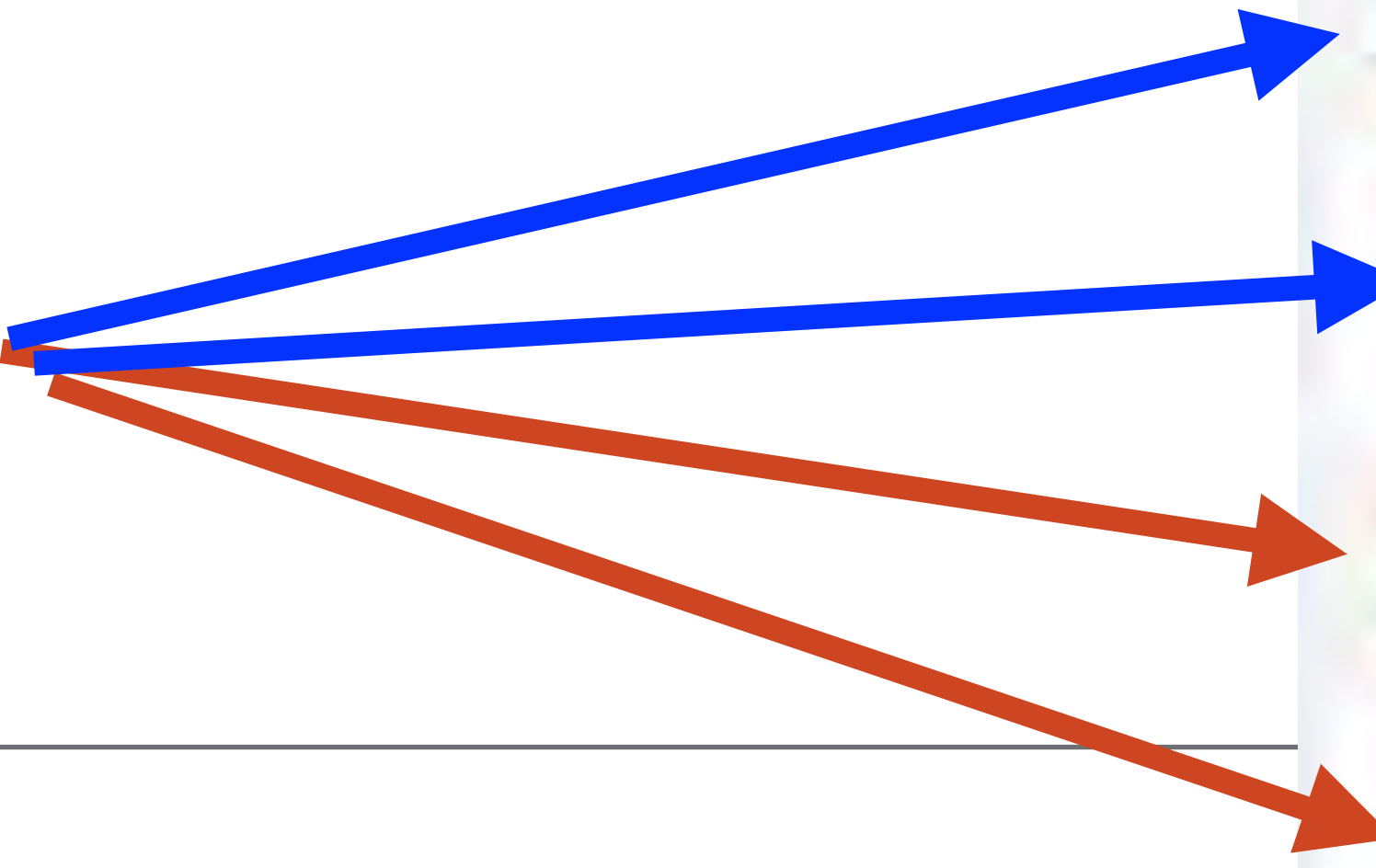- 6.7 Experimentation (N6)
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Innovation — 7.4 MARKER RATING

Innovation Bulding Blocks

Concepts
- 8.4 Creativity (N5)
- 7.8 Future focus (N3)
- 7.8 Inspiration (N4)
- 7.6 Continuous improvement (N8)

Actions
- 7.5 Permission to hack (N7)
- 7.2 Risk taking (N1)
- 6.7 Experimentation (N6)
- 5.9 Testing new ideas (N2)

human WORKPLACES

Collaboration

7.4 MARKER RATING

Collaboration Bulding Blocks

- **8.7** Sharing the workload (C4)
- **8.1** Teaming up (C6)
- **7.8** Leveraging relationships (C5)
- **7.3** Facilitation (C7)
- **7.0** Egos in check (C8)
- **6.9** Cross-Functional Communications (C1)
- **6.9** Boundaries, borders, and territories (C3)
- **6.8** Communications platforms (C2)

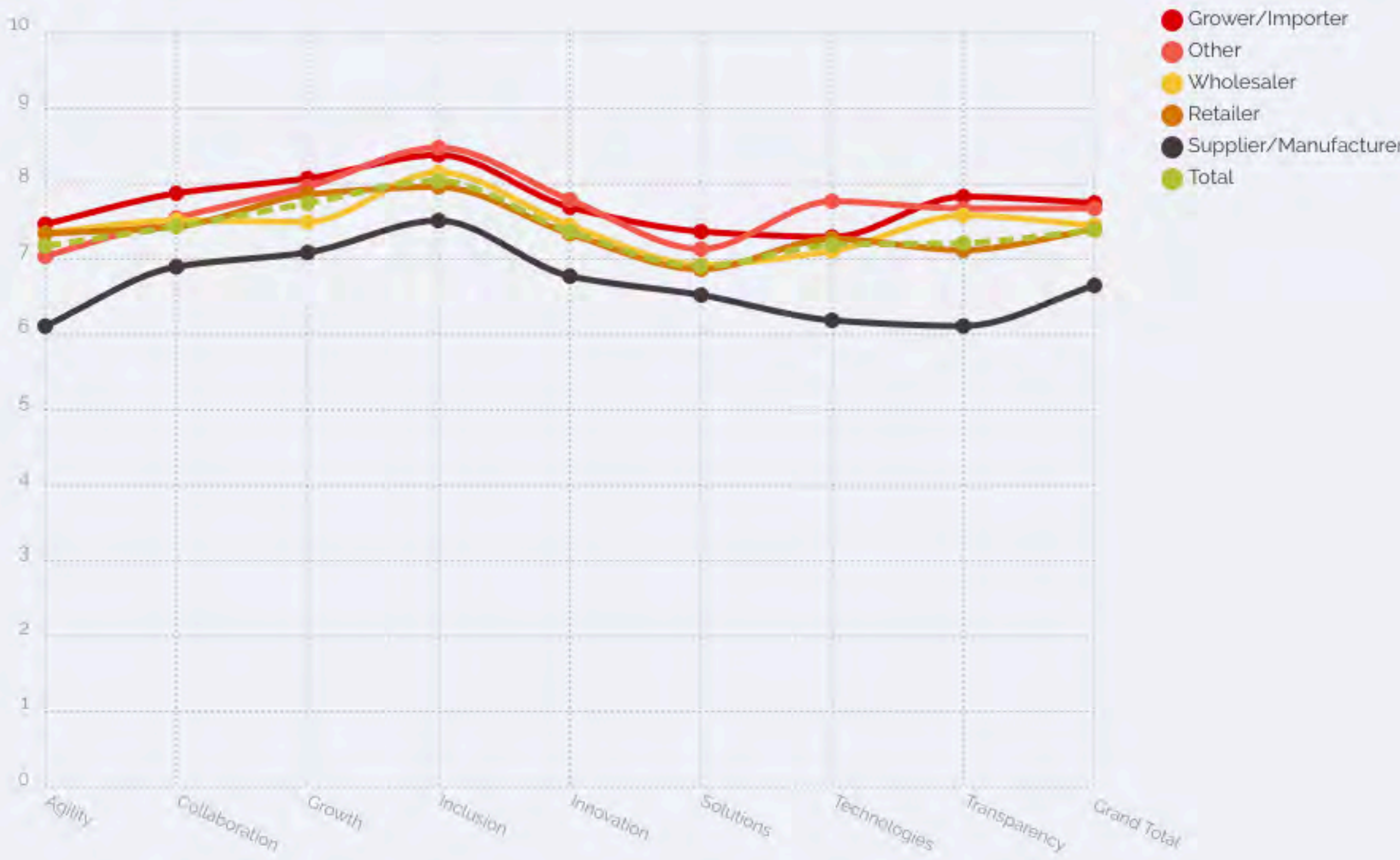**human** WORKPLACES

Collaboration — 7.4 MARKER RATING

Collaboration Bulding Blocks

8.7 Sharing the workload (C4)
8.1 Teaming up (C6)
7.8 Leveraging relationships (C5)
7.3 Facilitation (C7)
7.0 Egos in check (C8)
6.9 Cross-Functional Communications (C1)
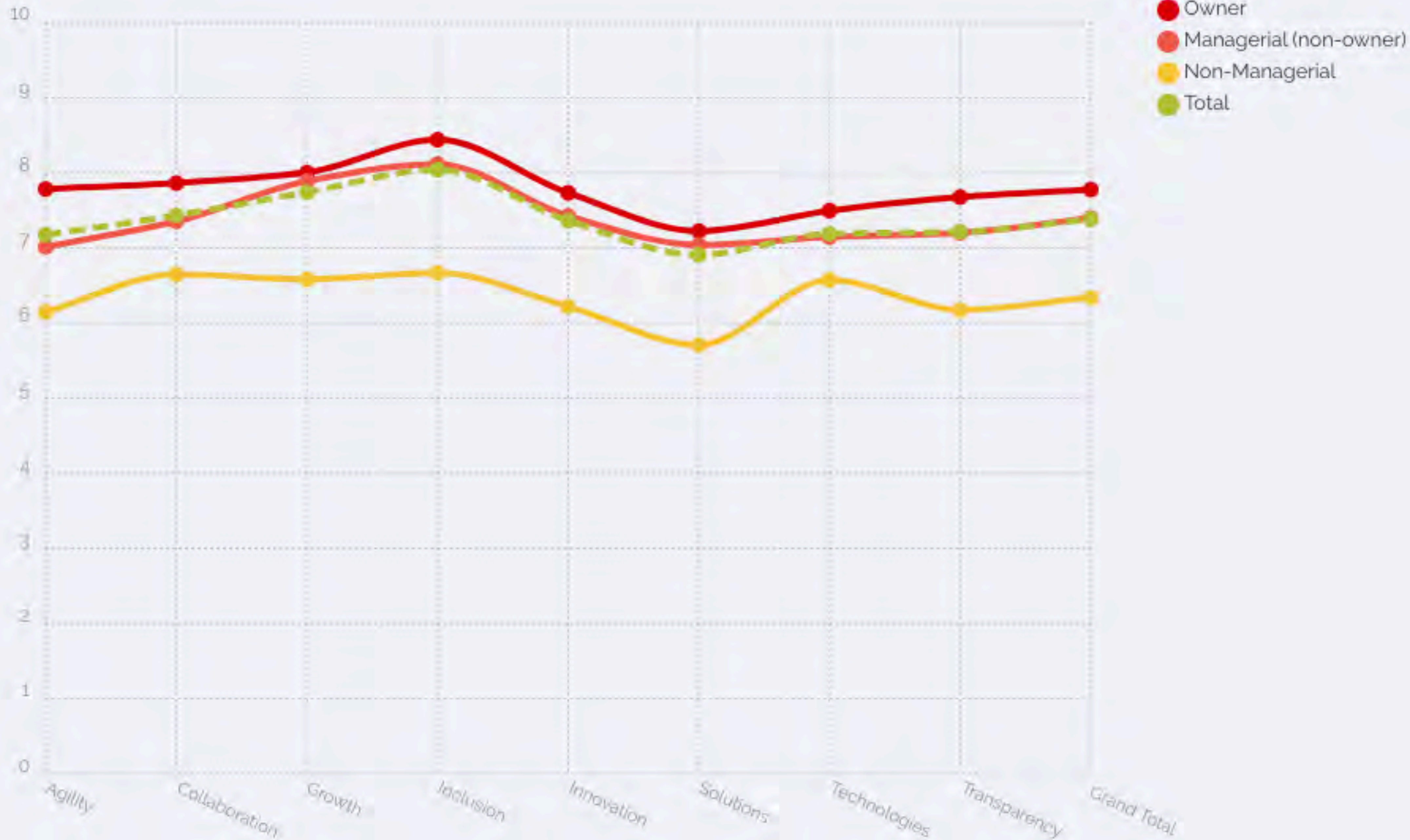6.9 Boundaries, borders, and territories (C3)
6.8 Communications platforms (C2)

Human → (C4, C6, C5)
Process → (C1, C3, C2)

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culture

success

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Compare Function

Legend:
- Grower/Importer
- Other
- Wholesaler
- Retailer
- Supplier/Manufacturer
- Total

Y-axis: 0 to 10

X-axis categories: Agility, Collaboration, Growth, Inclusion, Innovation, Solutions, Technologies, Transparency, Grand Total

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creating a playbook for change

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culture playbook

RITUALS & ARTIFACTS

STEWARDSHIP

TALENT/HR

PROCESS

STRUCTURE/ DESIGN

TECHNOLOGY

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RITUALS & ARTIFACTS	**STEWARDSHIP**	**TALENT/HR**
PROCESS	**STRUCTURE/ DESIGN**	**TECHNOLOGY**

idea management software

culture playbook

RITUALS & ARTIFACTS

STEWARDSHIP

TALENT/HR

PROCESS

STRUCTURE/ DESIGN

TECHNOLOGY

20 percent time

culture management

let's talk

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CT Culture Tools

CC Culture Campus

CP The Culture Podcast

JN Jamie Notter

MG Maddie Grant