

# Culture in business:

The what, why, and how it happens?

**YOUR CULTURE  
IS YOUR BRAND**

# Introduction

**Recently, I explored the concept of Culture in a video and found it compelling for a more in-depth discussion in an e-book. Culture has become a buzzword in the workplace, often sparking heated discussions. So, let's start by understanding what culture means in business today.**

**I would say that culture is not just one thing in business, so let's cover the top three items that deal with culture. The first item essential in building a culture in business is the mission statement, process, or rules they live by daily. We can call this the foundation. The foundation is vital because, like anything else, it must be written down and very clearly defined. Everyone in the company should know what the foundation of the culture is, what is expected from them to work in the company, and how they are required to contribute to the culture.**

**I know that I usually talk about how leadership drives the business; however, with culture, everyone must be involved. Even though the leadership is responsible for ensuring things are done, every person must contribute and engage. Everyone's contribution is crucial to the success of the culture. Now, how does this happen? When you build the foundation, you must have a mission statement that clearly defines the expectations of the working environment. Then, the process or rules must be something everyone gets and understands they are responsible for.**

**Like anything else I have discussed, this should never have more than five steps/expectations for each area of the mission. This is where leadership must be involved because they must ensure this is measured and managed. This should be more important than anything else in the company.**







The second step to culture is sincerity and commitment. We can build anything in business, but for it to be taken seriously requires that it is built with sincerity, trust, and responsibility. Culture is the engine in your business, and when it is well-tuned and oiled up, it runs super smooth, and when you don't take care of it and keep it tuned up, it starts to run rough and not work correctly. Culture is no different, and to have Culture, I believe there can never be compromise or inconsistency. Culture is what you do and how you do it; if you have inconsistency or compromise, that is what you are and what you do. So, what does that look like? The culture is measured every week with a check from leadership. They need to see how it is going, what isn't working, how we can fix it, and where the breakdown is. These are just a few things that would be required by leadership. As for the personnel, they are required to contribute. No complaining but contribution; they must have ideas for solutions, not just complaints. This step is vital, so the employees are part of the solution and have an authentic voice in the company's success.



**Empowerment and standards are the third item of Culture required for a successful business. Employees must think and feel empowered to make decisions and have standards. If you don't set enforced standards, employees will not know what they are guided by, and slowly, your culture and effectiveness will be affected. When surveyed across many companies, employees have said they want standards and guidelines. They want them to be fair and equal in their position. If we know that, we must ask ourselves, why don't we make that a focus?**

**Empowerment is also vital because when you train people and put them in a position to make decisions and have empowerment, they immediately have pride and are proud of what they do. I was working in a store and talked to an owner about this subject and was delighted to hear what he had created. His stance is that every employee who meets the customer is empowered to fix any issue up to 200.00 if they think it is in the company's best interest and there is no need for authorization. Now, at first glance, I am sure most people think that would get out of control from an expense standpoint. I was the same way, so I asked those questions immediately. His answer was surprising and informative. He quickly said he had the same concern, but by putting this in, the pride increased, the efficiency improved, and customer service went through the roof. So, by empowering them, the employees got better at their job, and problems stopped. Once employees were part of the solution and were empowered, they felt proud about creating the solution and being part of it. I was amazed and thought this was a perfect example of empowerment and how it can affect employees.**

**The three areas I have discussed are the start of creating a great culture and business. This should drive the point home that Culture is the most essential part of the business and the engine or heartbeat of the company. So, I challenge all businesses, leaders, managers, and owners to examine their culture and then ask themselves these two questions. Do you have a culture in place? If you don't, then it is time to build one. The second question is, what do you think it is like if you have a culture? Then, ask your employees to write down their thoughts and see if your answer and theirs align. If it doesn't, it is time to get to work.**

**Contact Darrell Steed and [Smartwolf Consulting](#) to help you get this taken care of and build your culture and something other people are jealous of.**