

Action plans



Empower your best people to do more

In an age when the reason people stay in a job is shifting away from pay and towards cause, establishing a company culture and the values it lives by help entrench some of the key reasons your people work for your business. Let them take a part in helping form them and they will end up driving key improvements in other areas of the business.

- **Effort:** Medium
- **Impact:** High

How will I know if my Action Plan is working?

Carrying out a staff satisfaction survey will indicate whether your Action Plan is working

Actions:

Spend some time learning about how other businesses have gone about creating a great company culture

- **Impact:** Low
- **Suggested duration:** 3 days
- **Why this will help:** Learning from the experiences and lessons of fellow business leaders is the best way to direct your own improvement efforts.

Learn about what commonly contributes to good and bad company cultures

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Building a positive company culture increases motivation and productivity, and reduces staff turnover. But don't try and go it alone – see what proven strategies have worked across different industries.

Define what you want your company culture and values to look like, noting where you need to make changes or improvements

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** This exercise will help you start to define the behaviours, attitudes and people you want working in the business. Getting your staff involved will give them a better chance of standing the test of time.

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Align your new cultures and values in a set of statements that help your staff understand what key behaviours you and other leaders within the business want to encourage

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** By defining your company's core values, you're setting expectations that benefit everyone.

Establish rewards and incentives programme to celebrate members of staff that live and breathe the company's values and regularly check in to make sure existing and new hires understand what the values and culture are

- **Impact:** High
- **Suggested duration:** 28 days
- **Why this will help:** While most of your employees will be more than happy to start living by a set of values they helped create, rewards and incentives will help take it to the next level and let them know that being proactive has its benefits.