

# Creating Your Culture

## Modeling the Cultural Blueprint

**Objective:** To align your personal behaviors, communication, and standards with the culture you wish to cultivate within your team.

### Phase 1: The Cultural Vision

*Reflect on the atmosphere and results you want to achieve. If a stranger walked into your department, what words would you want them to use to describe the "vibe"?*

- **Core Values:** List 3-5 values that define your ideal team culture (e.g., radical candor, psychological safety, extreme ownership).
- **The "Feel":** Describe the daily experience of a team member in this culture. How do they feel when they start work? How do they feel when they make a mistake?

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### Phase 2: Strategic Implementation

*Identify three specific tools or strategies you will implement to reinforce this culture. These are the "systems" that support your vision.*

Strategy/Tool	Purpose	How will you personally lead this?
<b>Example:</b> Weekly Wins Circle	To build a culture of recognition.	I will start every Monday by highlighting a peer-to-peer success.
1.		

Strategy/Tool	Purpose	How will you personally lead this?
2.		
3.		

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### Phase 3: Communication & Language

*Culture is carried through language. Your team will mirror how you speak and write.*

#### Verbal Interactions

- **Internal (Your Dept):** What phrases will you use to encourage your team? How will you provide feedback?
- **External (Other Depts):** How will you speak about your team to outsiders? (e.g., Will you take the blame and give the credit?)

#### Digital vs. Personal

- **Email Tone:** Is your style formal and brief, or warm and collaborative? How does this impact the recipient?
- **The "Medium" Rule:** Define when you will use email versus when you will walk over for a face-to-face conversation.
  - *Example: "I will use email for data/logistics, but I will always use in-person/video for feedback or sensitive topics."*

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### Phase 4: Visible Habits & Personal Standards

*The team notices the things you don't say. Your schedule and appearance set the "bar" for professionalism.*

- **Work Schedule:** How does your arrival and departure time reflect your expectations? Do you respect boundaries (e.g., not sending emails at midnight), or do you model a "24/7" hustle?

- **Appearance & Presence:** How does your physical presentation reflect the culture? (e.g., Approachable and casual vs. authoritative and polished?)
- **Personal Standards:** What are the non-negotiables you hold for yourself?
  - *Example: "I will never be late to a 1-on-1 meeting."*
  - *Example: "I will admit when I am wrong in front of the group."*

## **Phase 6: The Tribal Evolution (Levels 4 & 5)**

*To move from "I'm great" (Level 3) to "We're great" (Level 4), we must shift the focus from individual competition to collective victory.*

### **1. The Worthy Rival (The Level 3 → 4 Bridge)**

*A "Worthy Rival" is not an enemy to be hated, but a standard to be surpassed. Identifying one forces the team to unite.*

- **Identify the Rival:** Is there another department, a competitor, or a previous "best-ever" record that challenges us to be better?
- **Shared Data:** What is the **one metric** (The North Star) that proves we are winning as a team? How will you share this data transparently so the team can self-correct?

### **2. Purpose Over Process (The Level 4 → 5 Bridge)**

*Level 5 teams are driven by a "Noble Purpose" where the mission is more important than the rules.*

- **The "Why" Filter:** When making a tough decision this week, ask: *"Does this process serve our mission, or is it just a habit?"*

- **Mission Stories:** Commit to finding one story per week of a team member living out the mission or a student who shows the results of the work you are doing. How will you tell this story to the group?

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### **Phase 5: The "Mirror" Commitment**

*Final reflection: Look at the answers above.*

**"If every person on my team behaved exactly as I have outlined in this worksheet today, would we have the culture I envisioned in Phase 1?"**

One Action for Tomorrow:

What is the very first thing you will do tomorrow morning to signal this cultural shift to your team?