ELEVATE

Flywheel Management & Leadership Training

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CONTENTS

FLYWHEEL'S SEVEN PRINCIPLES OF LEADERSHIP©

1. Leaders maintain a never-ending focus on mission, culture, and the pursuit of excellence.

2. Leaders create an environment where staff feel proud of their company – and know that their company is proud of them.

3. Leaders work hard to help staff be successful at work and in life.

4. Leaders protect the right of good staff to work with good staff.

5. Leaders encourage and promote open discussion and analysis as a predicate to decision making.

6. Leaders deal effectively with conflict.

7. Leaders encourage others to enjoy their work.

ELEVATE LEADERSHIP LOOP

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Leadership

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Healthy Culture

Quality Staff
Selective hiring
High star to vacuum ratio
Low staff turnover

High Work Standards
Employee commitment to excellence
High productivity
Quality indicators

Raving Fans
High customer trust
Positive word-of-mouth

Solid Reputation
Recognized standard of excellence
Strong product demand
High employee pride

Business Success
Pricing power
Opportunities for growth
High profitability

LEADERSHIP FLYWHEEL
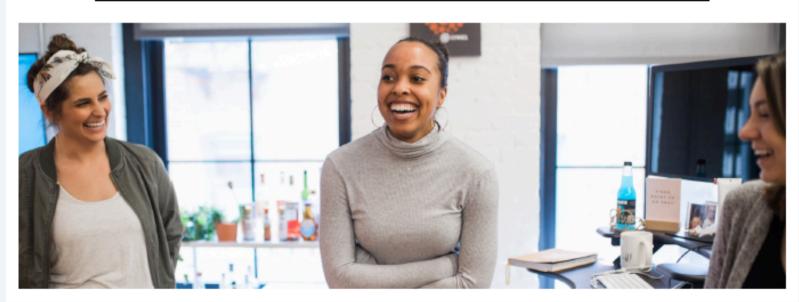
THE IMPORTANCE OF CULTURE

Every organization has a culture. The question is whether the culture at Flywheel will evolve randomly or if it's going to be systematically developed and maintained as a result of resolute, farsighted leadership.

An organization's culture – be it vibrant, lethargic, or miserable – is created and maintained via leadership. It will neither be built nor protected by an occasional epistle from the CEO or a party for the staff, but rather by a myriad of small, consistent actions and attitudes exhibited by leaders. The best cultures do not evolve randomly; instead, they are envisioned, systematically shaped, and continuously maintained via resolute, farsighted leaders.

"Culture is built by leadership – and destroyed by leadership. It takes much less time to do the latter than the former."

Kim Hoogeveen, Ph.D.

Why the Gap?

- They don't know how to fix it
- They think they know how to fix it, but they don't
- They don't know they have a gap
- They don't want to pay the price

Envision the Culture

Effective leaders grasp the power of group standards and cultural norms. Humans will seek out happiness, and for many that will include the approval of their peers – even when securing that approval requires effort and sacrifice. This allows leaders to impact employee behavior by helping them to recognize that a rapid path to respect and influence within the company is to embrace and uphold the cultural values of the company. At the pinnacle, the culture itself becomes a source of pride for the employees who bring it to life and protect it each day.

Example: Attitudinal and Behavioral Expectations

Explicitly stated attitudinal and behavioral expectations serve to promote consistent interactions throughout a company:

- A steely-eyed commitment to excellence
- A positive and optimistic attitude
- High personal standards of integrity
- The maintenance of courtesy and civility
- Exhibit good active listening skills
- Contribute ideas and thoughts; then actively support the decision of the team
- Avoid second-guessing
- A dedication to the success of colleagues
- A healthy sense of humor
- Grant the assumption of goodwill to colleagues
- An openness to new learning
- A willingness to "pitch in" when and where it is needed most.

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Experience Flywheel's Culture Journey: A Brief Overview of Our Framework

This downloadable provides a condensed sampling of the comprehensive framework utilized to help Flywheel scale not only their culture but also their business. While this document offers a glimpse into our approach, the complete framework spans over 100 pages and is tailored to fit the unique needs and challenges of each organization. For a deeper understanding of how BetterCulture can help transform your company's culture and drive sustainable growth, contact us for a personalized consultation.

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