



Here are some suggestions to keep in mind when writing a Culture Statement:

Put the best person on the job to spearhead the effort. Depending on your company, it may be a human resources director, marketing manager, chief morale officer, or PR director. Allow people from throughout your organisation to provide input; share the process with them.

For inspiration, research what other companies have done. You may want to start with these:

- <http://about.zappos.com/our-unique-culture/zappos-core-values>
- <http://www.redriver.com/about-us>

Be authentic. Make sure your statement is a reflection of **your** brand, not Starbucks' brand.

Don't confuse a vision statement, which describes what your organisation wants to be in the future, with a culture statement, which focuses on who and what you are today.

Speak plain English. Try not to be too formal, unless that's part of your culture.

Include statements about how you think, what you believe, how you treat others, and how you work, such as:

- We embrace change as a healthy part of growth.
- The better we treat our employees, the happier our customers will be.
- We believe everyone should have a life outside the office.
- Never hesitate to suggest a better way of doing things.

Launch your culture statement at a special company meeting or special event to get everyone excited about it. Give everyone a laminated copy of it.

Share it on your website, Facebook page or Twitter account.

Just as having a strong brand sends a clear message to the audiences that matter most to you, so does a well-crafted culture statement — because it supports your brand. All your associates are on the same page; they know how they're expected to interact with each other, your customers and the public-at-large.

One powerful result: your customers and the public know what to expect from your organisation. Together, you're sending a unified message that says, "This is who we are, and we're unlike any other company."

And in any economic environment — stable or not-so-stable — standing out helps move your organisation ahead.

Our Culture Statement

How We Work:

Curiosity is a pre-requisite.

Listening is a good way to start a conversation.

We look at the Organisation chart as a framework, not an enclosure.

We do things the ethical way because it's the only way.

We treat every client, prospect, vendor and associate as a hard-working human being who wants to feel appreciated.

We prefer not to work with bullies — inside and outside our walls.

We show up when we say we'll show up.

We are always looking ahead, reading ahead, thinking ahead.

Everyone in the business is a new business ambassador.

What We Believe:

We believe that big ideas don't happen without hard work and an open mind.

We believe that the chain of respect is more important than the chain of command.

We believe attitudes should be devoid of agendas.

We believe in always giving people the benefit of the doubt.

We believe that the smartest ideas can come from the dumbest sounding questions.

We believe in counting our blessings every day.

We believe that being different is more than OK, it is good.

We believe that all work and no play never works.

How We Act:

We say hello in the hallways.

We all make the coffee.

We are helpful and kind.

We are not afraid of change.

We love learning.

We encourage laughter, but never at someone's expense.

We know that some rules cannot be broken; the rest are negotiable.

We always answer the phone by the third ring.

We always get back to people as soon as possible.