

Setting The Right Culture

Setting culture is not like restyling your home – it lives on as your team develops. And, as you grow, culture becomes exponentially more difficult to change. Given all the other challenges you'll face, it's imperative to build the right culture right from the start.

- 1 Culture is for everyone!**
From the founders to your most recent hire
- 2 Celebrate heroes, not villains!** Show people who you need them to be
- 3 Never compromise!** Act early if culture starts to drift off course

Your culture will drive how your team treats each other – and your customers. Great companies have suffered huge setbacks due to weak culture, often at critical moments in their development. If culture isn't your strong suit, make sure you bring someone senior into your team at an early stage who can help you build the right set of values.

Start with the culture you want to endure long term – changing it later is very hard!



Lead from the front – show people what you need through positive examples

Culture is never complete – leaders must keep this a focus no matter how large you grow



Invest in helping your team to understand how culture helps them perform better

Culture isn't a rulebook – it has to be lived by everyone, so talk about it frequently



Hire different sorts – diversity of talent and experience will make you stronger



Ensure that culture is part of your business plan from the start, not an afterthought. Businesses that do this benefit from stronger, more versatile teams from the outset, and experience much less pain as they grow. Reward “culture champions” for the positive impact they have on your team and business.



“Never Drink Alone”

“New Men, New Women, New Economy”

“The Entrepreneur’s Guide”

Pottinger