

Welcome to Our:



- Part 3: Continuous and Effective Employee Development
- <https://theolsongroup.com/advocat/>

Turn the Culture Up!



Brett Hoogeveen

- Co-Founder of Better Culture
- Former Healthcare Executive
- Former Engineer
- Startup/Angel Investor
- Speaker | Entrepreneur | Leader

**better
culture**



Turn the Culture Up!


Brett Hoogeveen,
BetterCulture Co-Founder

CULTURE:

**The attitudes and behaviors
we come to expect from
one another.**

BETTERCULTURE:

**An environment
intentionally designed to
optimize human
achievement.**

A smiling woman with curly hair, wearing a light-colored blazer over a white t-shirt, holds a large white folder. She is positioned on the right side of the frame. The background is a blurred office environment with other people and structural elements. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is the text 'THE VALUE OF A BETTER CULTURE' in a bold, white, sans-serif font. The word 'BETTER' is notably darker than the other words.

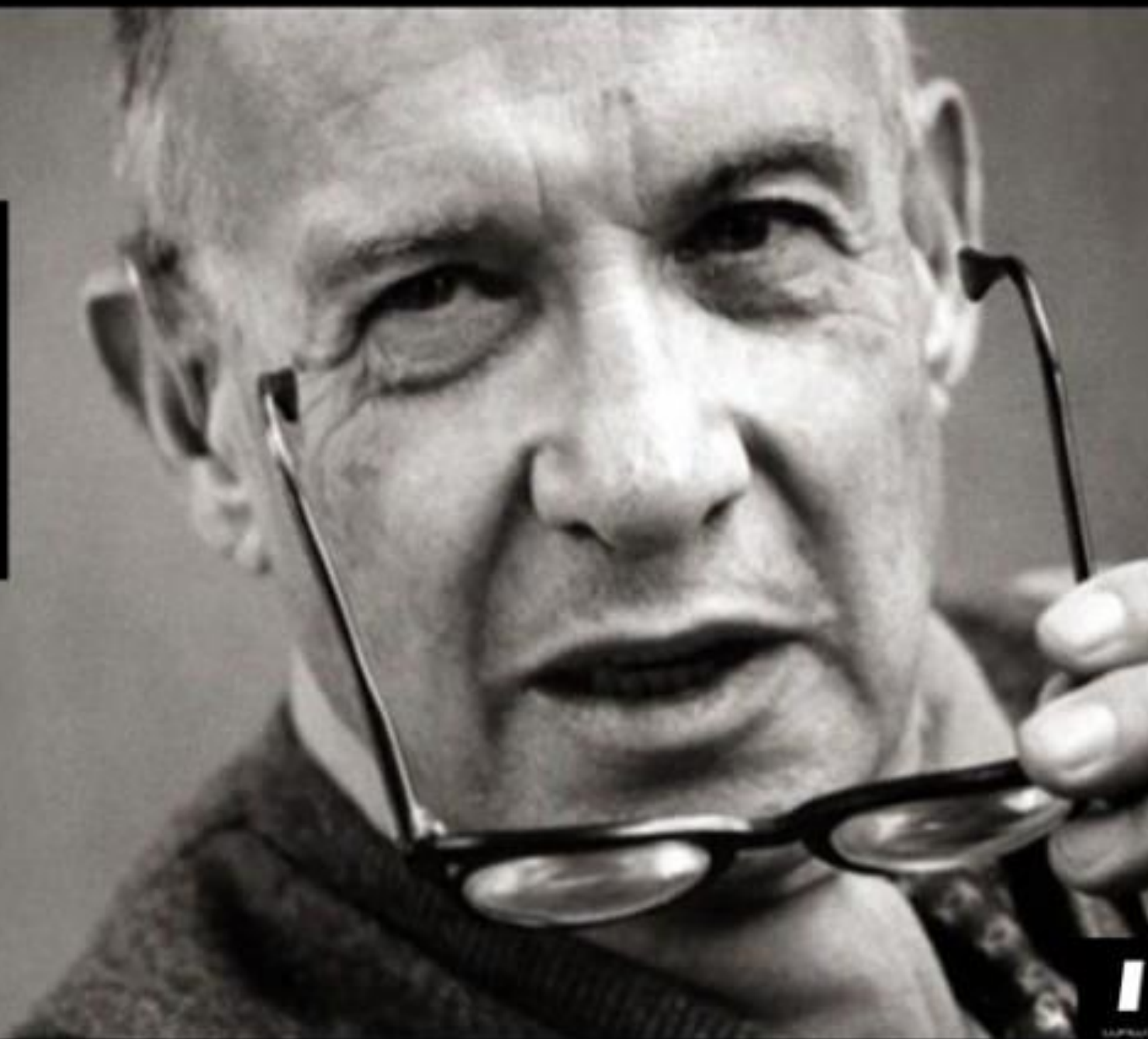
THE VALUE OF A **BETTER** CULTURE

The WAR for TALENT

***“PEOPLE are our most valuable
resource”***

CULTURE EATS STRATEGY FOR BREAKFAST

Peter DRUCKER





Proven Data

Forbes, 2016

Citing mountains of research...

...just about any measure that improves the life and satisfaction of an employee will in turn improve their performance at work and buoy the organization as a whole.



BETTERCULTURE | A NEW WAY TO BUILD INCLUSION

“**CULTURE** eats strategy for breakfast”

CULTURE owns TALENT

But...who owns CULTURE?

Two Answers:

1 – We ALL do!

2 – Your CCO (wait...you have one, right?)

THE BETTERCULTURE STORY



5-time #1 Best Place to Work



BETTERCULTURE | betterculture.com

1987 - 2010



2011 - Present



2020 - Present



- Largest center of its kind in US
- Turnover 1/3 the industry average
- Off-the-charts customer satisfaction
- 5-times recognized as #1 Best Place to Work in its region

- Help companies recruit, build, motivate, and retain talent
- Endorsed by Greater Omaha Chamber & HRAM
- Done work locally, regionally, and as far as Rome, Italy

- On a mission to make the world a better place to work
- Create and deliver effective products and tools to Chief Culture Officers
- Package our proven content into a repeatable process



Our Mission:

**Making the World a Better
Place to Work.**

My Presentation Today

- ❑ The value of culture
- ❑ Share 7 simple leadership concepts proven to produce exceptionally healthy cultures
- ❑ Share and assess 20 Tenets of Culture that everyone can use to improve themselves, their team, and their organization







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.



CULTURE

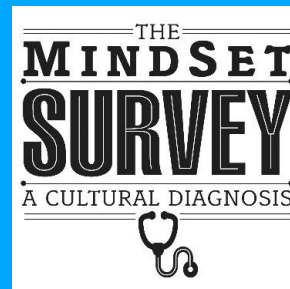


Principle 1:

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

Can you spot the **BIG DOG?**

- ✓ Retention Risk
- ✓ Pride
- ✓ Conflict
- ✓ Innovation
- ✓ Employee Input
- ✓ Team Chemistry
- ✓ C-Suite View
- ✓ Performance Standards
- ✓ Direct Supervision
- ✓ Compensation
- ✓ Feeling Appreciated
- ✓ Work Environment
- ✓ Talent Management
- ✓ Growth & Advancement



PRIDE



Principle 2:

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

GROWTH



Principle 3:

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

DUDS

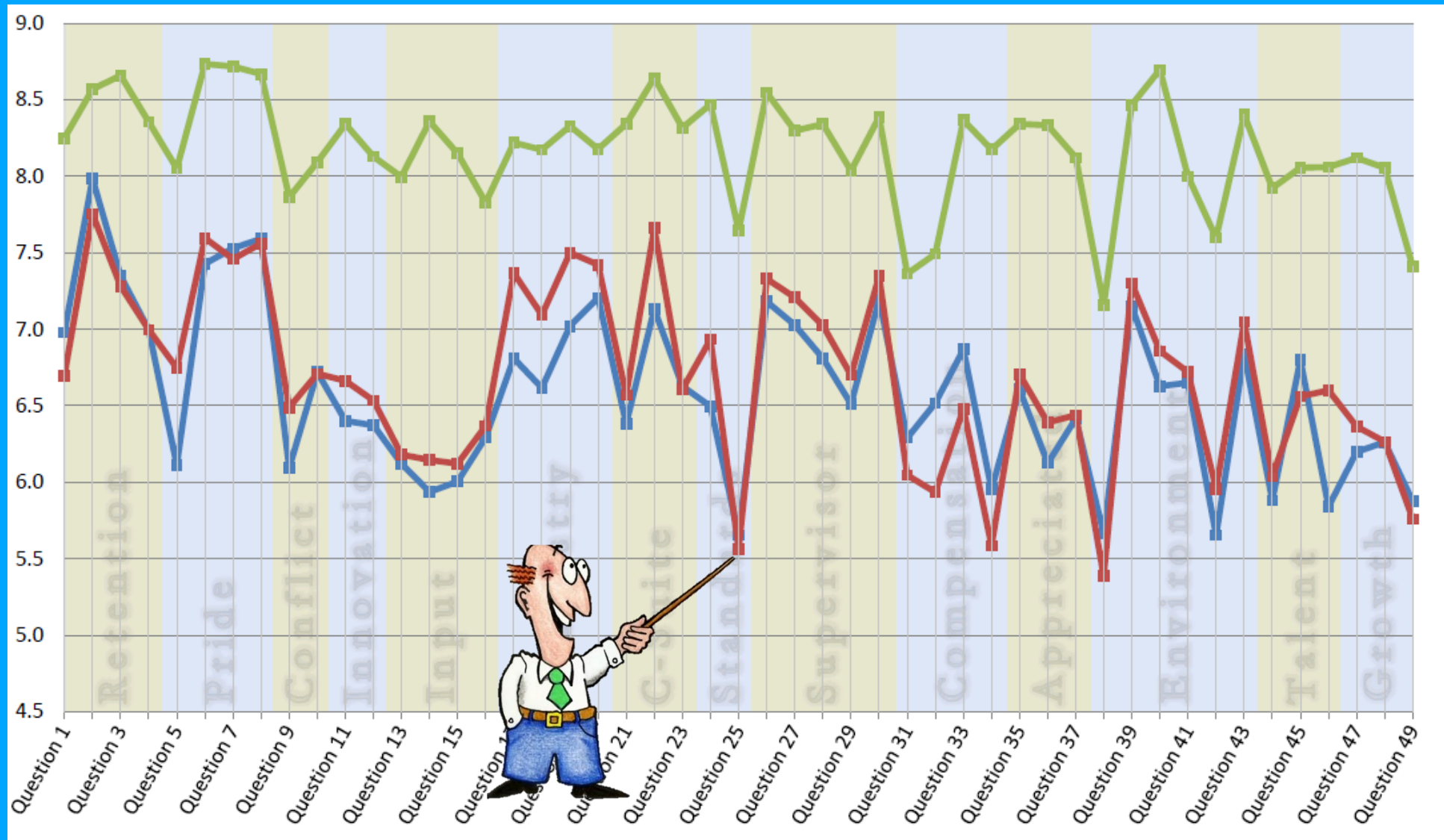


Principle 4:

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

A Big Opportunity

Q25: My company effectively addresses poor staff performance.



DECISIONS



Principle 5:


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

CONFLICT



Principle 6:

**Leaders deal effectively with
conflict.**



To improve is to change; to
be perfect is to change often.

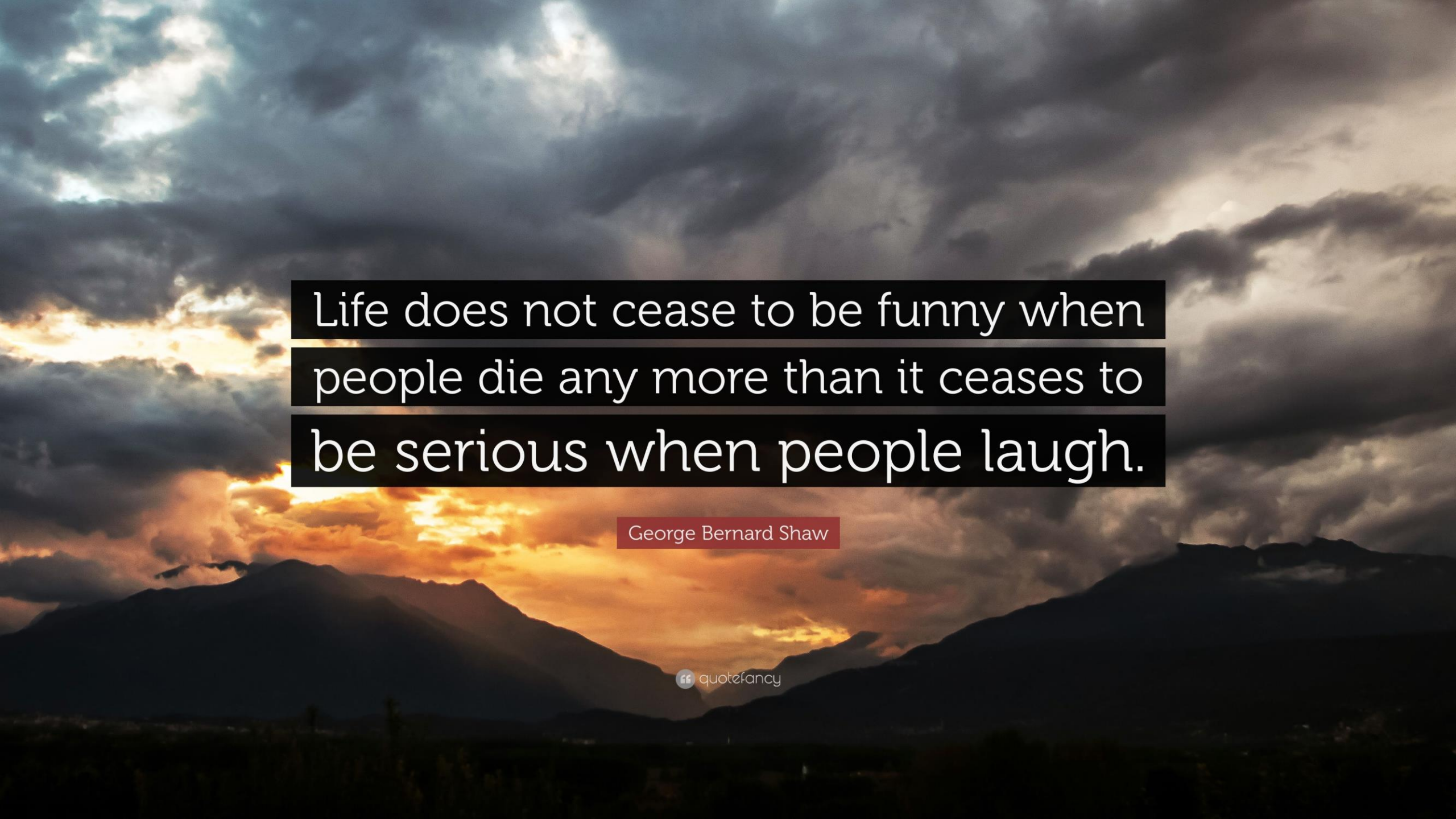
Winston Churchill

FUN 😊



Principle 7:

**Leaders encourage others to
enjoy their work.**

The background of the image is a dramatic landscape. In the foreground, there are dark, silhouetted mountains. The sky is filled with large, dark clouds, but a bright light source, likely the sun, is breaking through the clouds in the center, creating a golden glow and illuminating the undersides of the clouds. The overall mood is contemplative and powerful.

Life does not cease to be funny when
people die any more than it ceases to
be serious when people laugh.

George Bernard Shaw

better culture

THE SEVEN PRINCIPLES

CULTURE



PRIDE

GROWTH



STANDARDS

DECISIONS



CONFLICT

FUN



BetterCulture.com



BetterCulture's On-Demand MindSet Leadership Program

Principle 1: Mission, Culture & Excellence

Video 1: Welcome to the Program
Video 2: Leadership: It's Not Easy
Video 3: Parenting and Coaching
Video 4: Introduction to Leadership Principle 1
Video 5: Mission-Driven Leaders
Video 6: Culture
Video 7: Envision the Culture
Video 8: Excellence
Video 9: Satisfied Customers - NOT Enough
Video 10: Internal Customer Service
Video 11: Recruitment & Selection

Principle 2: Pride

Video 12: Introduction to Leadership Principle 2
Video 13: Cosmos & Locals
Video 14: Do You Know Your History?
Video 15: Fishing for Compliments
Video 16: Celebrate Success
Video 17: Training Staff to Market
Video 18: Recognition: A Couple Techniques
Video 19: Be a PR Agent
Video 20: Second-Hand Compliments
Video 21: Appreciation: Get Creative

Principle 3: Growth

Video 22: Introduction to Leadership Principle 3
Video 23: It's Not About You
Video 24: The Magic Feedback Ratio
Video 25: Openness to New Learning
Video 26: Success: The Simple Solution
Video 27: Think Up Two
Video 28: The Value of Mentoring
Video 29: Linkage
Video 30: The Single Best Piece of Advice
Video 31: SEA of Possibilities

Principle 4: High Standards

Video 32: Introduction to Leadership Principle 4
Video 33: Go Fix It
Video 34: DNA of Employee Error
Video 35: Holding Performance Conferences
Video 36: What are You: Uncaring or Stupid?
Video 37: What's Wrong with this Picture?
Video 38: Goodbye to Option B

Principle 5: Decisions

Video 39: Introduction to Leadership Principle 5
Video 40: Listen Up!
Video 41: Why Do You Ask?
Video 42: The 360 Rule
Video 43: What/How/Who: Sit Back Down!
Video 44: Plan It Backwards
Video 45: Invert the Question
Video 46: Argue the Other Side

Principle 6: Conflict

Video 47: Introduction to Leadership Principle 6
Video 48: Stupid Idea - Let's Have Lunch
Video 49: You Can Always Ratchet Up Tomorrow
Video 50: Learn to Apologize
Video 51: Unspeakables

Principle 7: Fun

Video 52: Introduction to Leadership Principle 7
Video 53: Empower Your Fun People
Video 54: Sad: No Laughing Matter!
Video 55: Why Not Have Some Fun?





Get a Free* License (\$749 value)

* Must take a phone call with BetterCulture to discuss your experience with the program.

Email us at info@betterculture.com



BETTERCULTURE | USING ON-DEMAND LEADERSHIP TRAINING

20 TENETS OF CULTURE

Better your self, your team, and your culture.



20 TENETS SELF-ASSESSMENT

**Rate Yourself on a
1 – 10 Scale**

20 TENETS OF CULTURE

#1: Coachable

There are three levels of being coachable. Do you:

- a) Resist
- b) Accept, or
- c) Seek feedback?

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#2: Helpful

Are you assertively helpful? Levels:

- Reluctant
- Willing if asked
- Jump right in

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#3: Assume Positive Intent

Do you give the benefit of the doubt to your colleagues when they make a mistake or do something that negatively impacts you?

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#4: Friendly Friction

Do you welcome intellectual conflict?

Do you ensure disagreement doesn't lead to personal conflict?

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#5: Welcoming

Are you warm, personable, and genuine?

Do you promptly get to know new team members on a personal level?

Do you exclude people or operate in exclusive clubs or cliques?

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#6: Upbeat

Are you positive and hopeful
when interacting with others?

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#7: Forgiving

Are you forgiving?

Or...

Do you hold grudges?

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#8: Saying Thanks

How often and effectively to you express appreciation?

Levels:

Rarely ← vs → Constantly
Blandly ← vs → Meaningfully

Rate yourself on a 1-10 scale. 1 = "I'm the worst" & 10 = "I'm the best"

20 TENETS OF CULTURE

#9: Brag-em-up!

Are you a “PR agent” for coworkers?

Rate yourself on a 1-10 scale. 1 = “I’m the worst” & 10 = “I’m the best”

20 TENETS OF CULTURE

#10: Gather & Sow

Do you frequently deliver second-hand compliments?

Are you aware? Are you “fishing” effectively?

Do you deliver effectively? (always attributing to a 3rd party)

Rate yourself on a 1-10 scale. 1 = “I’m the worst” & 10 = “I’m the best”

Select 1 of the 20 Tenets.
Commit to grow.
Share.

#1: Coachable

#2: Helpful

**#3: Assume Positive
Intent**

#4: Friendly Friction

#5: Welcoming

#6: Upbeat

#7: Forgiving

#8: Saying Thanks

#9: Brag-em-up!

#10: Gather & Sow

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20 Tenets: Self-Assessment + Coaching



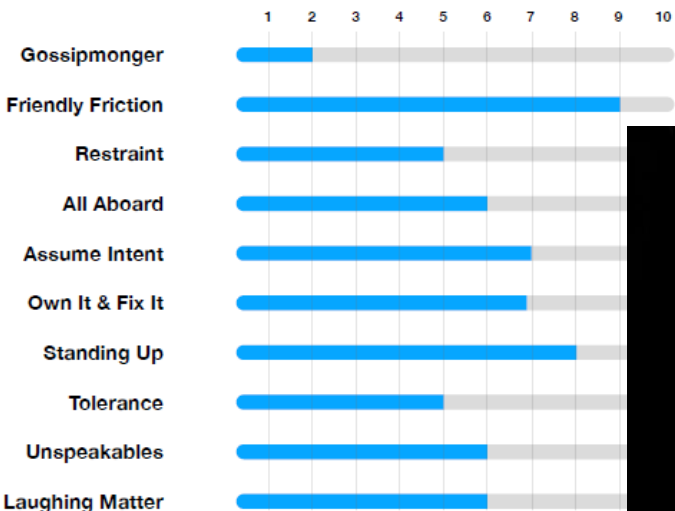
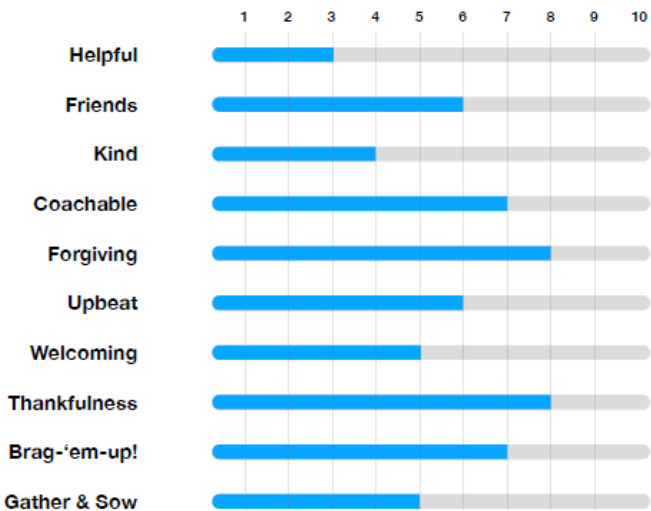
Your Personal BetterCulture Report

Ruby Harris
Sample Company
Fall 2021

[Print Report](#)

Your Scores Should we mark the low-scored tenets in red here as well?

Here is an overview of how you scored yourself for each BetterCulture Culture Tenet.





Become a 20 Tenets Pilot Site. (50% discount)

Email us at info@betterculture.com



BETTERCULTURE | USING ON-DEMAND LEADERSHIP TRAINING



Thanks for joining!

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Brett Hoogeveen, Co-Founder

Upcoming content



- Maynard Cooper Webinar
 - November 2nd
 - 10am CST
 - Fiduciary Responsibilities for Health & Welfare Plan Sponsors (and Discussion of OSHA Vaccine Guidance)
 - [Register Here](#)

Giveaway Winner

CONGRATULATIONS!!