

Rock Your Culture Worksheet #3: Ten Ways We Share Culture

If you haven't noticed yet, I use my employer (Pinnacle) as an example often. Why? Because they are the first employer I've seen that does this stuff the right way. It's tied into just about everything we do, and I came up with ten ways we share and reinforce our culture. I hope the list jogs your brain and helps you determine some ways to share your own organization's culture.

- Job ads-Our ads start with a short description of what we value and what it's like working with us. We warn people up front that we expect a high level of performance from employees, but we also do our best to make sure they understand that while we work hard, we also play hard.
- Interview questions-Over time I have developed (and continue to tweak) interview questions that help us determine if a person is a good culture fit for us. I base them on our core values and try to discern if the person fits in with those values with each question I ask.
- Orientation sessions-The first stop in a new hire's day is to have an orientation session with me in person or over the phone if they are remote. I not only go over our corporate values, but I also share pieces of our story and help them to see how they fit into the bigger "storyline."
- Communications emails-I pull double duty as the HR guy and Internal Communications guy. I take the time to customize each message we send to make people want to read what we have to say. As a neat little kicker, I started adding in our communications-related core value at the footer of each email from our Communications address. Just one more way of reinforcing what we believe in.
- Quarterly All Hands Briefings-As yet another piece of our communications strategy, we hold meetings quarterly with all of our employees to share with them where the company is, what we've done recently, and where we are going. It's a great opportunity for us to be transparent while still helping to motivate and inspire our people as they see the successes we have achieved.
- Quarterly Newsletter-Our quarterly newsletter for employees (as well as our special edition for supervisors only) is a great way to share some of

the news surrounding our staff on a personal or professional level. So many great stories have been shared about the members of our team, and it's great to get a glimpse of the "human" side of things.

- Monthly social awareness-Most of you have heard of "National Heart Month" or "Diabetes Awareness Month." We take it to the next level by sending out an email every month with a different theme/focus. On alternating months, we either give away something small to remind people about the cause or we create some way for them to interact-donations, contests, etc.
- Monthly/bimonthly events-In between the other events, we focus on taking time to enjoy everyone's company and have some fun. This year we've had the company picnic, a pumpkin carving contest, a birdhouse decorating contest, and a paper airplane contest, to name a few. Small prizes and the chance to laugh together make these events popular among our staff.
- Performance review and goal setting process (three touch points annually)-During our performance review process, we tie our core values into the job requirements for every employee every year. Right this very second I have tangible, measurable performance goals that are based on our cultural aspects. For instance, open and honest communication is a core value we believe in, so I am required to maintain a certain level of communication with regard to staff requests.
- Everyday actions! Big Ideas, etc.-On an everyday basis, we still run across culture pieces weaved into what we do. They are inseparable. As an example, our Big Ideas database is where any employee can submit an idea for improving a product/service, share a new concept, or comment on current areas we are lacking in. Because we believe in our core value of "innovative solutions," this fits right in with what we do.

What are some ways you can share culture at work? Take some time to sit down and fill out the table below with some ideas.

Who shares? Who is responsible?	How often? Why not more or less often?	What is the purpose? What does it reinforce?