Building a Culture that Values People, Place, and Purpose
What is Culture?

Why does it Matter?
Your Culture

flexible

process-oriented

collaborative

traditional

progressive

authoritarian

intellectual

FORMAL

hierarchical

process-oriented

prove-yourself

family-friendly

entrepreneurial
Mission
Strategy
Culture
Your Culture

WHAT SHOULD IT BE?

flexible
collaborative
authoritarian

progressive
tech-oriented
intellectual

traditional
process-oriented
formal

family-friendly
entrepreneurial
prove-yourself

hierarchical
Talent Management Strategy

A holistic, purposeful approach that optimizes organizational talent to ensure impact, by shaping culture and refining all people processes.
CULTURE

- Attracting
- Engaging
- Developing
- Rewarding
- Motivating

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Communication

Message

Media

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Commitment
Culture Change

- Assess Readiness
- Show the Gain
- Define Roles
- Communicate
- Check In
- Understand Resistance
- Adjust as Needed
“The creativity and flexibility of our boss allowed us both to balance family and work. We are tremendously grateful and loyal employees.”

While I would definitely appreciate a raise, I would not leave just to get one. The reason is that I feel rewarded in many other, less tangible ways. I’m rewarded by the actual work I do and by the appreciation the boss always shows.

“[My boss] listens to me...I feel understood.... Because of [the trust we have built], we are more creative, take bigger risks, push the boundaries, and accomplish amazing things.... Nothing could entice me away from this job.”

“The pay was good. The location was great. But I knew I could do much more. They wanted me to keep doing what I was doing. So I left.”

Actual quotes from employees as noted in the book *Love 'em or Lose 'em: Getting Good People to Stay* (Beverly Kaye)
Managing Must-Dos

- Provide a productive work environment
- Balance being cheerleader and task-leader
- Be a role model
- Be flexible
- Don’t send mixed messages
Managing Must-Dos

- OK to show **emotion** – in the right way
- Be **accountable** and **responsive**
- Consider **individual** needs
- Create a **safe environment**
- Delegate **fairly**
- Be **fair and respectful**
Evolving Your Leadership

LOOK

LISTEN

LEARN

LEAP

LEAD
What Actions Do You Need to Take?
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