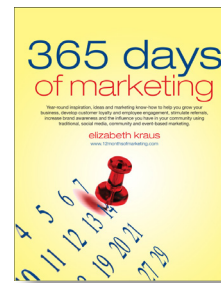




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## Employee Culture Overview

Elizabeth Kraus, Owner, Be InPulse Branding, Marketing & Design—Overview of topics in half day seminar, full day workshop or 2-day management team workshop.

**When asked what sets their business apart, nearly all people business owners claim that “their people do.”**

If you can't put your finger on anything specific—anything your employees as a group 'do' that is different than the competition and outside of customer's expectations, then this is not a valid unique selling proposition for your business. That said, if you design and nurture it properly, your employee culture can set your business apart from the competition and your employees can provide truly exceptional customer experiences.

The Employee Culture workshop is meant to help you understand what a true unique selling proposition (such as, “Our employees set us apart”) is and how to build an employee culture that will truly set your business apart.

Workshop participants will find out just how important the employee culture is to the success of their business and will discover how-to:

- Ground all business policies and practices in authentic, shared, core values and how to.
- Build or re-write human resources and operating policies around the mission, vision and shared core values of the organization.
- Write (or re-write) every job description (including their own) so that every responsibility and task supports pursuit of the corporate mission and vision in ways that are consistent with identified shared core values.
- Tie performance reviews and salaries to the embodiment of core values and fulfillment of the mission and vision statement. Make sure every employee knows how their role impacts the customer experience and how they help to fulfill the mission and vision of the organization.

- Ensure that the recruiting and interview process, new hire orientation and training, and continuing training program for every employee includes (1) telling the story of your business, (2) reviewing the mission and vision of the company, and (3) discussing the company's core values and how they impact every aspect of your operations.
- Get 100% no-holds-barred buy-in and engagement from all employees.
- Encourage innovation and continuous improvement in an atmosphere where the lines are blurred—eliminate the “that's not my job” mentality.
- Make it safe for people to make suggestions or point out shortcomings. Discourage territorial behaviors. Reward initiative and recognize – nay, celebrate! – individuals who most embody your core values and seek to live out your mission and vision in their role.
- And finally (by the way, this is where you make or break it) hold people accountable. You are responsible to your customers, to the good of all employees and to your business as a whole, before you are responsible to any one employee. Employer loyalty is misplaced when it is the cause for retention of an individual who is damaging your company from the inside-out, or even actively damaging your client relationships and initiatives.

It's true—you do have a unique blend of employees. Your employee culture is a reflection of the unique and shared values, beliefs, attitudes, ideas, experiences, assumptions and of the actual behaviors of your staff. And—for better or for worse—this culture is reflected back to your clients in every area of your business and has more ability to influence the success and profitability of your business more than any other.

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