

Leading Culture Transformation

Your Blueprint to Creating and Sustaining a Thriving Culture



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Animal Welfare
Advancement



You* have the power to transform your culture.

*Yes, I mean you!

In the 40 minutes, you will learn...

What “culture” means.

Why culture matters.

How to transform your culture.

Now, the first thing *you* should do.

What is “culture?”

Culture is how we do things here.

Source: Gallup

A healthy culture looks like...

Clear and consistent policies and expectations

High employee engagement (Gallup Q12)

Low unwanted attrition

Open and direct communication

Productive conflict

Active and productive people management

A woman with glasses and a yellow jacket stands on the left, holding a large pizza. The background is a room filled with superhero memorabilia, including a Superman figure, a Batman figure, and a bookshelf. A man is sitting on the right, looking stressed with his hand on his forehead. The text "Managers telling employees to 'set boundaries' but 'do what it takes'" is overlaid on the left side of the image.

**Managers telling
employees to “set
boundaries” but
“do what it takes”**

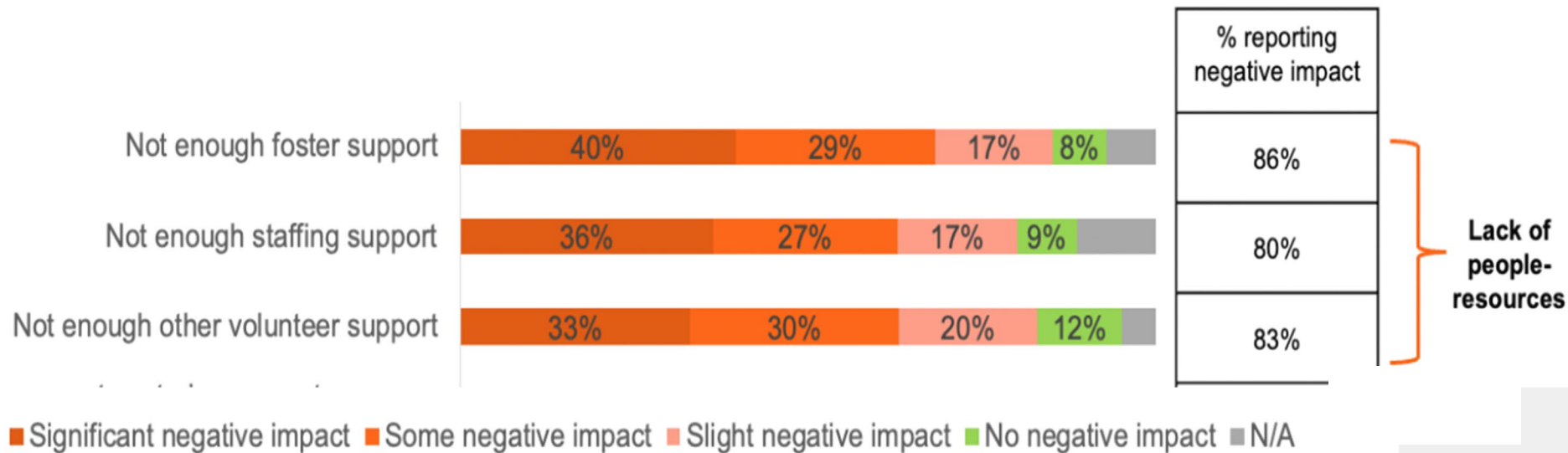
Employees

A toxic culture is a confused culture.

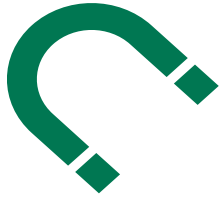
Source: Gallup

Why culture matters

90% of AAWA members say their lack of people resources has a significant negative impact.



Culture is essential to...



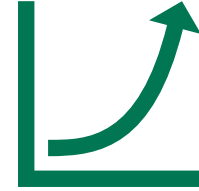
Attraction

73% of candidates check culture alignment.



Retention

20% of employees leave due to toxic cultures.



Productivity

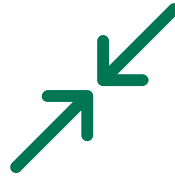
Disengagement reduces value contribution 18%.

How to transform your culture

To *sustain* a thriving culture...



Set clear and consistent **policies and expectations.**



Ensure **consistent reinforcement** of policies and expectations.



Acknowledge and repair inconsistencies.

**The good news:
Your team doesn't
expect perfection.**

They want...

Transparency

Clarity

Commitment

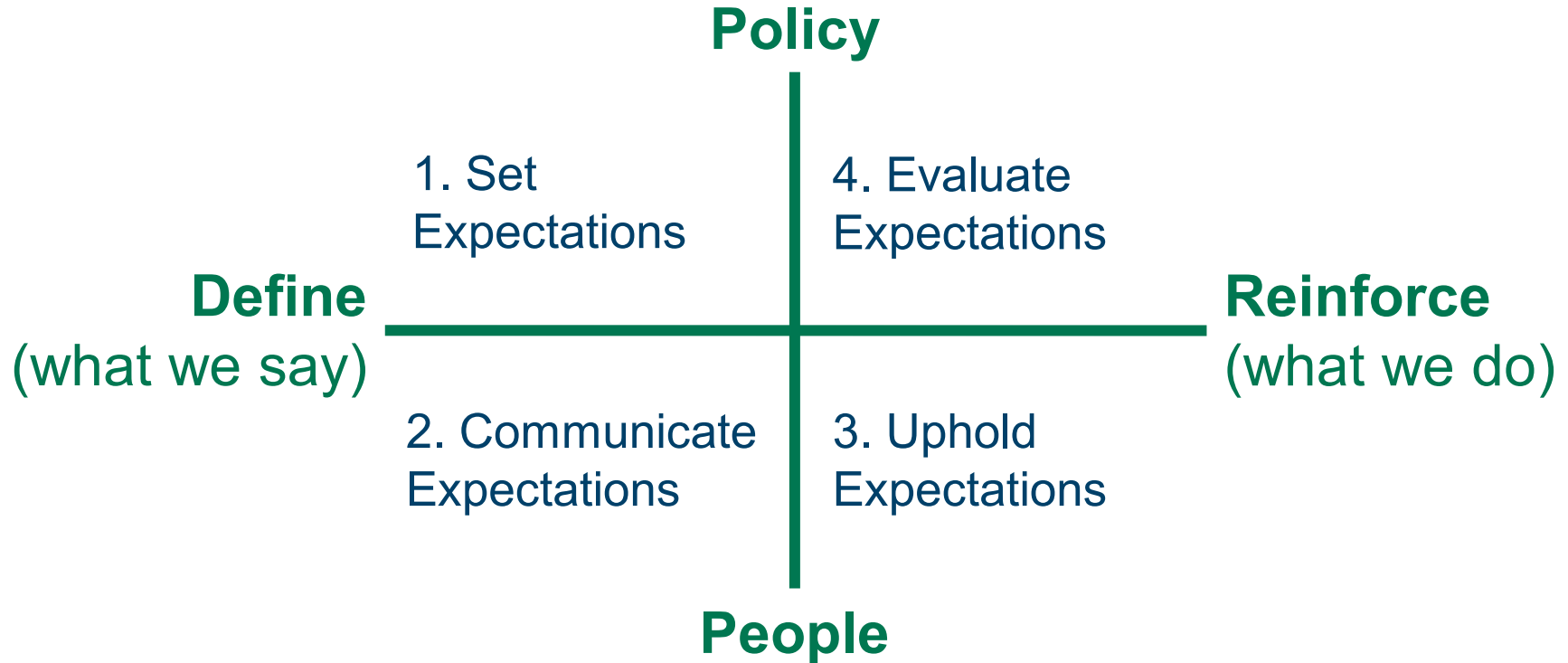
Follow-through

Employee filling out yet another survey that won't change anything

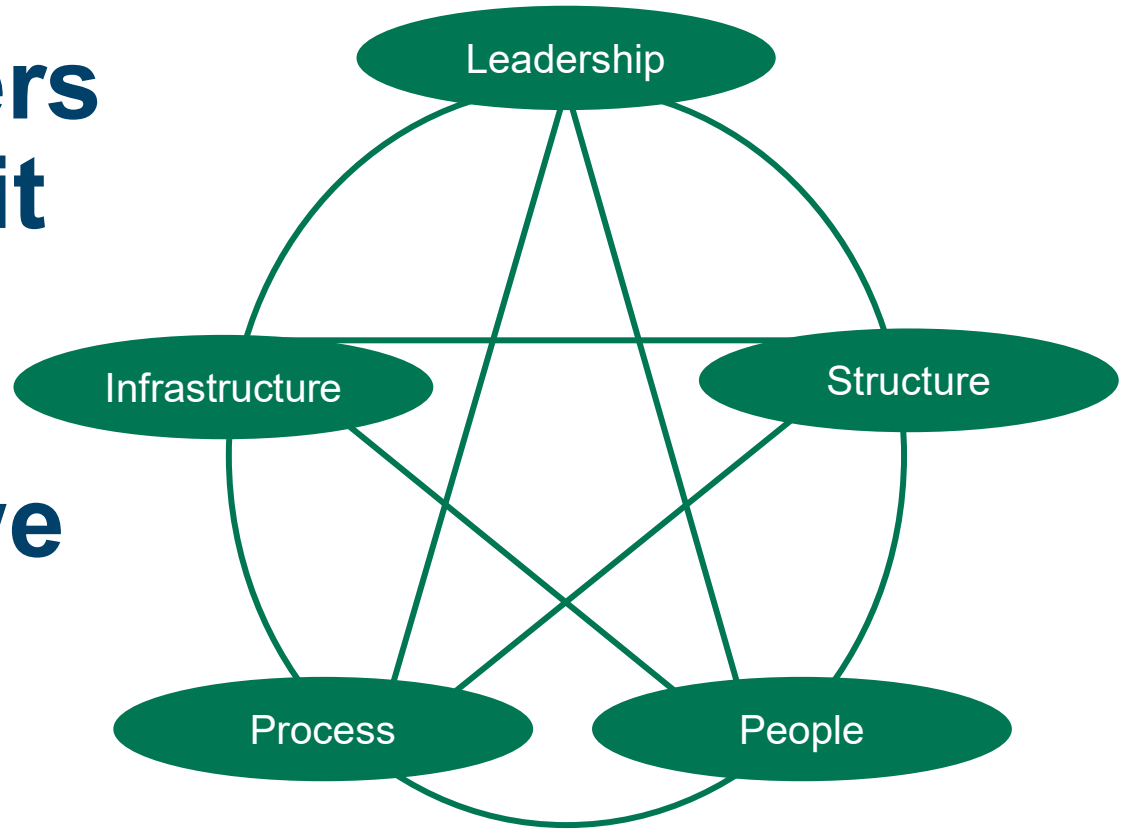


Source: IOPsychMemes

The Culture Blueprint



“Policy” refers to the explicit and implicit agreements about how we do things here.



Where Should You Begin?

Managers account for 70% variation in team performance

Source: Gallup

Managers impact employee mental health as much as S.O.

Source: Forbes

Managers influence the top 3 drivers of attrition

Primary Reasons U.S. Employees Voluntarily Left Their Company

Which of the following issues best describes your primary reason for leaving your previous job?

	Pre-Pandemic (Prior to March 2020)	2021	2022	Change, 2021 to 2022
	%	%	%	pct. pts.
Pay/Benefits	21	14	20	6
Advancement, development or career opportunities	15	11	13	2
Direct supervisor/manager or senior leadership	11	11	13	2

Source: Gallup

WE'RE NOT MICROMANAGING YOU



**JUST TELL US EVERYTHING YOU DO,
HOW OFTEN YOU DO IT, AND HOW LONG IT TAKES**

Why are “bad managers” such a big problem?

Challenging Context

- Five generations with diverse needs
- High expectations
- Unresolved trauma

Inadequate Support

- Ambiguous value proposition
- Lack of ability and training
- Lack of feedback and coaching

**Where should you
go from there?**

Action Plan

1. Assess your current state and define priorities.
2. (Re)define values.
3. Weave through existing policy (consistency!).
4. Work on communication and feedback.
5. Update performance management system.

Get in touch for...

- My free culture transformation guide
- Questions about this presentation
- Opportunities to partner

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