

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

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Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

How to Define and Manage Your Company Culture

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The Key Performance Areas



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The Key Performance Areas



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THE **Awakened** CEO
System



A Balanced and Comprehensive Approach
to Business Growth, on multiple levels



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The Awakened CEO System



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How To Change

- What to do - Education
- How to do it - Training
- Doing the work - Coaching

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Doing the Work

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



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Agenda

- The Importance of Culture
- What is Your Company Culture?
- How To Define and Manage Your Company Culture
- The Bottom Line

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The Importance of Culture

- A well-defined, consistent culture can result in reduced turnover
- When people know what is expected, they feel safer
- Cultural Consistency = predictability = safety
- A team of like-minded people works better together

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The Importance of Culture

- When people feel safer, there is less stress and better morale
- Better morale can mean greater productivity: high performing teams have greater collaboration and mutual support

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What is Your Company Culture?

- Vision, Values, and Beliefs
- Work Schedules
- Business Processes
- Dress Code
- Meeting Management

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What is Your Company Culture?

- Performance Management
- Compensation and Benefits
- Conflict Management
- The Energy Signature

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Vision, Values, and Beliefs

- **Vision:** a clear statement of the company you are creating
- **Values:** the principles of thought and action by which you do everything
- **Beliefs:** your foundational personal and spiritual truths

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Work Schedules

- Rigid or Flexible
- Weekends
- Overtime
- Holidays and Vacations
- On call

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Business Processes

- Precise or flexible
- Formal or informal
- Checklists or memory
- Quality Assurance / Quality Control

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Dress Code

- Shorts and t-shirts
- Hard hats and safety glasses
- Uniforms
- Business casual
- Suits and ties
- Casual Fridays

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Dress Code Challenges

- Suggestive dress
- Religious preferences
- Way too casual

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Meeting Management

- Casual or formal
- Short or long
- Standing or sitting
- Agendas and minutes

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Performance Management

- Formal or informal
- Set times for evaluations
- Set times for raises and promotions
- Suggestions:
 - 90 Day Performance Reviews
 - Annual Compensation Review

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Compensation

- Minimum wage or top of the wage scale
- Salaries, bonuses, and commissions
- Spot bonuses
- Company computers, printers, cell phones

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Benefits

- No benefits or incredible benefits
- Health
- Vision & Dental
- 401k with match
- Meals, snacks, and drinks

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Conflict Management

- Formal or informal
- My favorite: the UCR / UCD system:
 - Uncomfortable, Concerned, Request
 - Uncomfortable, Concerned, Declaration
- Another favorite: Compassionate Communications (Rosenberg)
- Anger management issues



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The Energy Signature

- Relaxed or Intense
- Informal or Formal
- Friendly or Hostile
- Collaborative or Competitive
- Authentic or Superficial
- Family or Strangers

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Defining and Managing the Culture

- Top-down or bottom-up
- Bottom-up Example: Zappos
- Top-Down Example: Financial Services

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Steps You Can Take

- Determine your approach
 - Top down
 - Bottom up
 - Collaborative

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Top Down Approach

- Form your team
- Go through the eight elements of company culture
- Review your current status
- Set your vision and intention for each element
- Announce to your company

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Bottom Up Approach

- Get your team to nominate members of a culture committee
- Conduct some basic training on the elements of culture
- Stand back!

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Collaborative Approach

- Add executives to the team
- Be careful! They have to be listeners and collaborators!

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The Bottom Line

- You get to define your company culture using the process that is right for you
- As CEO, **you ARE the Role Model** for your company culture
- ... so take 100% responsibility for it!

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Homework / Exercise

- Think about the people you want to attract and keep
- Download the Company Culture worksheet and complete it
- Focus on the Energy Signature of your company
- Get coaching and support if needed



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Related Office Hours

- 45 – Tribal Leadership
- 50 – Delivering Happiness
- 52 – Handling Upset Customers
- 56 – Switch: How to Change When Change is Hard
- 91 – Emotional Intelligence

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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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Next Office Hours: Mar. 21st

- Topic is: TBD
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Quarterly Planning Workshop – Mar 19th

- Section One: Critical Concepts
- Section Two: Your Vision
- Section Three: Your Status
- Section Four: Your Plan
- **Reserve your seat today!**

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com

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