

# Nuts & Bolts of Building a Great Culture for your Company

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# Outline of Talk

- Advantages of a Great Culture
- What a bad culture looks like
- Responsibilities of Owner/Leader
- Elements of a Great Culture
- How to Teach a Great Culture
- Employee Evaluations
- How to Monitor that You Have One (or not)
- Long Term Results

# Advantages of a Great Culture

- Happy Employees
- Happy Customers
- Low Employee Turnover
- Employees/Leaders work together
- Business is Successful Financially
- People Look forward to Coming to Work

# What a Bad Culture Looks Like

- Very high employee turnover and training costs
- Lots of strife at work
- Employees afraid of Boss
- Unhappy Customers
- Company under continued financial stress
- People don't enjoy coming to work
- Company has short life span

# Responsibilities of Owner/Leader

- Has the vision/passion for the business that aligns with market needs and company capabilities
- Sets the tone for how we treat each other
- Responsible that employees are selected and trained to be successful at their work
- Continued leadership in all aspects of business
- Responsible that there are adequate \$ for company needs including employees

# Elements of a Great Culture

- “Customer First” attitude – “Right stuff on time” focus of everyone
- No schisms in company
- Employees competent and trained
- Attitude of mutual respect among all employees and leaders
- Minimal top down management
- Everyone feels trusted by the company

# Elements of a Great Culture (2)

- Employees feel personal responsibility to maintain safety and risk management standards
- Leaders feel responsible for providing adequate compensation and career paths for growth for all employees

# How to Teach a Great Culture

- Owner/Manager must “Talk the Talk” and “Walk the Walk”
- Training programs required
- Customer satisfaction programs required
- Employees really learn and start to get it when they see how fellow employees who are struggling are treated and how people are paid when times are good



# Employee Evaluations

- These must be fair and perceived as fair
- Must capture broad input to get an accurate picture of performance
- Employees have to feel their Boss in on their side. Many HR studies show the #1 reason employees leave is they don't get along with their Boss
- Raises/bonuses must reflect importance of employees to company

# How to Monitor if You Have a Good Culture

- Monitoring turnover – People vote with their feet when they are unhappy
- Many companies offer programs that survey your employees and evaluate happiness against peer companies
- Regularly talk to the troops, both in group and one on one sessions
- Look at your P/L and sales growth

# Long Term Results

- Exceptional sales growth and profitability
  - Employees become your friends
  - Valuable company
  - You become the preferred company to do business with
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- THANKS!