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5 TIPS TO BUILDING A DYNAMIC CULTURE

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12138 Central Avenue Suite 131
Bowie, Maryland 20721
forwardmovementent.com
240.389.3577



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5 Tips to Building a Dynamic Culture

1. Infuse Vision

Share with your team your vision which should incorporate the company's vision. This will increase clarity and your team will work collaboratively towards achievement with certainty.

2. Translate Achievement

Encourage the team to define achievement.

Ask the following questions:

- What does achievement look like?
- What does it feel like?
- What are the requirements?

This step will ignite long term goals and your expectations will be met. We should also highlight when a team maintains an "achievement focus" they perform better.

3. Cultivate Competence

It is widely recognized when a team member is called into the supervisor's office this would typically mean the delivery of negative feedback or a disciplinary meeting. Shift this perspective by inviting team members in your office to acknowledge their contribution or share positive feedback. There may be times where you will need to meet with a team member to discuss a performance improvement plan. Be mindful when a team member is penalized for failure, it suppresses innovation and empowerment in the workplace. The Performance improvement plan is designed to meet challenges with viable solutions.



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5 Tips to Building a Dynamic Culture (cont)

4. Pioneer Inclusion

It should not always be expected when team members come together, there will be instant collaboration, connection and dependability. This outcome may require organic guidance, starting with all team members completing a personality assessment. Thereafter, discuss each team members results openly as well as the commonalities and differences within the team. We recommend a personality assessment during the interviewing of your next new hire. This unique information will help to access if the candidate is a good fit for your culture.

5. Appoint a Culture Advocate

Team members that model the behaviors and performance that fit your desired culture should be identified as your next Culture Advocates. Contingent upon the size of your company you may want to consider a team of Culture Advocates to spread enthusiasm and promote your company's mission and values.

Leadership hold a significant role in building a dynamic culture. Apply these 5 (five) tips to enhance the retention, communication and enjoyment of your workforce.



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