

***Build The Culture Advantage* is the “go to” resource to help drive a performance-based culture.**

- **Marshall Goldsmith**, million-selling author of the *New York Times* bestsellers *MOJO* and *What Got You Here Won't Get You There*

BUILD THE CULTURE AD VANTAGE



Deliver
SUSTAINABLE PERFORMANCE
with Clarity and Speed

TIM KUPPLER TED GARNETT
TOM MOREHEAD

PRAISE FOR BUILD THE CULTURE ADVANTAGE

Build The Culture Advantage is the “go to” resource to help drive a performance-based culture. The authors provide a framework to optimize the power of culture. All leaders should use this book to take their team and organization to the next level!

- Marshall Goldsmith, million-selling author of the *New York Times* bestsellers *MOJO* and *What Got You Here Won't Get You There*

Culture is often thought to be a soft academic subject that has little, if anything, to do with making money and growing a business. *Build the Culture Advantage* effectively connects top and bottom line results with building and managing a high-performance culture. This is the best framework for managing culture I've seen in 30-plus years in helping leaders deliver great business results.

- Greg Lee, President, Greg A. Lee & Associates and former Senior Vice President Human Resources for Motorola, Inc.; Sears, Roebuck & Company; and Whirlpool Corporation

As a globally active enterprise, a strong and consistent corporate culture is a key driver for success which sets you apart from your competitors. I had the chance to accompany the process of applying the concepts of *Build the Culture Advantage*, and I am deeply impressed about the results delivered in a short period of time.

- Harald Kober, Board Member, AL-KO Kober SE

What sets *Build the Culture Advantage* apart from the growing field of culture work is the definition of how “*strategic culture alignment drives sustainable performance!*” This book brightly illuminates how this works through a powerful framework of building “Cultural Maturity.” *Build the Culture Advantage* sets a very high bar, sails over it beautifully, and then, to boot, helps us set our own plans in motion, organizing and equipping us to implement this book’s terrific tools in our own enterprises.

- John Stahl-Wert, coauthor of the internationally bestselling books *The Serving Leader* and *Ten Thousand Horses*, and President of *Serving Ventures*

The difficulty in many culture change initiatives is building a sustainable and proven process to drive an organization from its current culture to a high-performance culture. *Build the Culture Advantage* provides the foundation, template, and process to guide individuals and organizations to effectively manage this challenge with clarity and speed.

- William S. Neale, founder of the Neale Group, co-founder of *Denison Consulting*, and former President of *Human Synergistics*

If you are concerned about performance, you have to be concerned about culture. High-performance organizations are developed when the culture is clearly defined, aligned with the business priorities, and managed effectively by the entire team. This book takes the mystery out of culture and its connection to performance. Using a step-by-step process, it clearly shows how the two are related and what you can do about it. If you are concerned about culture and performance, this is a must read for you and your team.

- Jack and Patti Phillips, founders of the ROI Institute and authors of *Show Me the Money* and over 50 other books

There is a lot of talk in corporations about the importance of culture, but little has been done to date. Culture is the engine of organizational performance. *Build the Culture Advantage* provides the manual.

- Tim Wolters, CEO, RoundPeg

Culture has traditionally been a messy, ambiguous topic for many CEOs and senior executives to deal with; yet they all know it essential for success, intimately linked to strategy, execution and engagement of their people. *Build the Culture Advantage* closes the gap between ambiguity and practicality, providing a coherent framework to understand culture and its link to business performance. I'd recommend this book to all leaders who know in their gut the importance of organizational culture but have struggled with channeling their energy toward interventions that make a difference.

- David Astorino, Senior Partner, RHR International LLP

I just finished reading *Build the Culture Advantage*—in a word—WONDERFUL! It is one of the best bodies of work that I have read on the subject in 25 years of playing in the culture space. It's an excellent balance of a practical framework and science, one that will benefit a layman or expert.

- Kurt Yerak, President, KEY Leadership Group

Taking the concept of building a high-performing culture to a new level, this pragmatic approach served up in a field guide model will benefit any manager or executive looking to build a high-performing team, department or organization. Once you read *Build the Culture Advantage* the mystical approach to culture change will be straightforward. This will be my only guide on culture change going forward.

- Zant Chapel, SVP Global HR and OD, Global Eagle Entertainment

There is much written on the topic of culture but what I like about *Build the Culture Advantage* is that it neither mysticises the topic nor makes out that it is easy to do. Instead it provides a very pragmatic and practical approach for how to begin, grow, and develop organizations with a positive culture.

- Alan Williams, Director, Servicebrand Global Ltd. and author of *The 31 Practices: Release the Power of Your Organization's Values Every Day*

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BuildTheCultureAdvantage.com

Contents

- 1 Preface for Leaders** 1
- 2 Introduction** 3
- 3 Why Focus on Culture?** 11
- 4 The Culture Maturity Model** 17
- 5 Phase 1 – Build the Foundation, Define** 23
 - 5.1 Step 1 – Evaluate Your Current Culture and Performance** 26
 - 5.2 Step 2 – Clarify Your Initial Vision** 30
 - 5.3 Step 3 – Clarify Values and Expected Behaviors** 33
- 6 Phase 1 – Build the Foundation, Align** 41
 - 6.1 Step 1 – Clarify the Strategic Priorities** 41
 - 6.2 Step 2 – Engage Your Team in Defining SMART Goals** 46
 - 6.3 Step 3 – Clarify and Track Key Measures** 53
- 7 Phase 1 – Build the Foundation, Manage** 59
 - 7.1 Step 1 – Maintain a Management System for Priorities and Goals** 59
 - 7.2 Step 2 – Manage Communication Habits and Routines** 66
 - 7.3 Step 3 – Build Motivation Throughout the Process** 71
 - 7.4 Overcoming Obstacles and Summary** 74
- 8 Phase 2 – Expand the Approach** 83
 - 8.1 Develop a Greater Vision** 84
 - 8.2 Build a Culture of Collaboration** 86
 - 8.3 Develop Key Competencies** 88
 - 8.4 Refine Your Foundation and Drive Collaboration as You Expand the Approach** 96
 - 8.5 Overcoming Typical Problems as You Expand the Approach** 109

9	Phase 3 – Go Deep	117
9.1	Leverage Leadership Development	118
9.2	Focus Succession Development	121
9.3	Acquire Talent to Fit Your Developing Culture	122
9.4	Refine Your Foundation and Drive Innovation as You “Go Deep”	124
10	Summary and Next Steps	129
11	Accountable Culture Management™	135
12	Advanced Approaches	141
12.1	Customized Culture Journeys for Advanced Users and Large Organizations	141
12.2	Managing Culture Alignment in Global Organizations	144
13	Vision for the Future of Culture Work	149
APPENDIX A		
	Culture Alignment Roadmap	153
APPENDIX B		
	Operating Driver Evaluation	155
	<i>References</i>	165
	<i>Acknowledgements</i>	169
	<i>About the Authors</i>	171