

## Executive Commute with Jayson Krause

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Episode 11 Resource

### *What's more important? The perfect role or the perfect culture?*

First of all, *why* is this question important?

A perfect role in a bad culture is like being at a party with a bunch of people you don't want to be around. Great talent can quickly fade if the culture shapes lethargy and lack of imagination. You've heard it before, and science proves it - culture eats strategy for breakfast.

*Remember:*

#1. Culture is the mosaic of mindsets that infuse your culture. What are the mindsets? The singing bird theory is real. Surround motivated people with high-talent and they will get better.

#2. Garbage in, garbage out applies to your culture. When you spot the garbage, clean it up.

#3. Leaders who own their culture are aware of the environment they are creating and the inputs they see others contribute. Be a custodian for your culture and own the inputs.

### **Culture Scan: A fast tool for socializing your pains and your gains**

Analyze your culture by observing your space and reflecting on the questions below that we've adapted from *Johnson and Scholes Cultural Web Model*.

What are the stories that are told within your business? At meetings, at the water cooler... they all give you an indication of what narratives people choose to give energy towards.

1. What are the symbols you see that reflect your culture? The visual representations of the physical environment. (Colors, attire, signage, jargon...)
2. What are the behaviors that consistently show up inside our walls? How do people generally respond to challenges, change, failure...?
3. What are the roles and controls? This is both your org chart and the unwritten lines of responsibility. Where do people go for support? How do they really get things done?

After you've explored this, let us know how it went. What worked, what didn't or what questions do you have. You can leave us a message or voicemail at [executivecommute.com](http://executivecommute.com).