



## Building a Great Culture

Hi! I'm Sharon Jurd and welcome to my Biz Blitz video and today I want to talk to you about building a great culture. Every business has to have a wonderful culture for it to really progress, move forward and grow to the size and the magnitude and the excitement that you wanted for your business.

And when I talk about culture you don't have to have a big team to have culture. The culture may just revolve around you or you and one team member but the culture has to be clear from the beginning.

And I want to share with you a couple of pointers to make this job a lot easier for you.

So firstly, *have a clear direction* because if you don't know the culture that you want to be then no one else will. And it's important that your clients know what your culture is as well because if they are going to come and deal with you or affiliate with you or share your message then they really need to know what your culture is. So make sure you sit down and you do your core values, your company culture, your mission statement, your vision statement for your company so you have a very clear indication of where you want your culture to be because each business has a different culture, sometimes not right or wrong, but some businesses have a different culture to others.

So the second thing is, *communicate this*. Communicate this with your team, your partner at home even, your family so they get to know what you're up to and where you're coming from. Communicate this to your suppliers, to your customers, your affiliates make sure they all know what your culture is. So therefore when they are dealing with you they know what you expect from them and they expect from you.

Thirdly, *be consistent with your culture*. You can't write your mission statement or your core values, put them up on the wall and then never look at them again. That's not the job of these statements. What you need to do is refer to them regularly. I take mine to my action meetings because if something comes up in the action meeting and we go, "Okay, this situation's come about. What are our core values? What is our company culture around this situation and



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how should we behave?" Rather than just making an ad hoc decision going, "They're idiots. They can go away." "We're not communicating to them"; "We're not talking to them." "We don't want them as a customer." We look at our company culture going, "No that's not what it says in our company culture. And this is how we're going to behave around that."

And so you can remind yourself, if it's just you and your business and no other team members you still need to remind yourself. And that might be around just your motivation in the day that you might have in your company culture or your mission that you'll work to share your message as much as you can everyday for instance then you need to abide by that. You can't just write it on the wall and then not work around those ideals.

So there are my 3 points for you, make sure that you have your statements. Be very clear in the direction of your company, your business and yourself. Two, communicate this with anybody and everybody. Let people know and I believe that companies are not letting people know their core values enough, nowhere near enough.

And thirdly, be consistent. Make sure you are referring back to them all the time, making sure your actions everyday are according to your core values and your company culture.

That's all for me today. Go out there; build a great culture because when you have that in your business it will flourish. All team members will be working towards the same goals as you are and they will be on the same page as you, they'll know with absolute clarity what you expect from them. So go out and create a great culture and have a wonderful time in your business.

I'm Sharon Jurd. Thank you for listening and watching me today. If you think this would be of value to your friends, family or colleagues please share my video. I want to share this message with as many people as I can and I'm hoping that you'll be able to help me do that. I'll talk to you soon. I'm Sharon Jurd.