



# Cultivating a Winning Culture

The Building Blocks Culture



If you don't intentionally build your culture,

**YOUR EMPLOYEES**

will do it for you.

17%

87%

22%

What are challenges  
to culture change?

# What are the challenges to culture change?

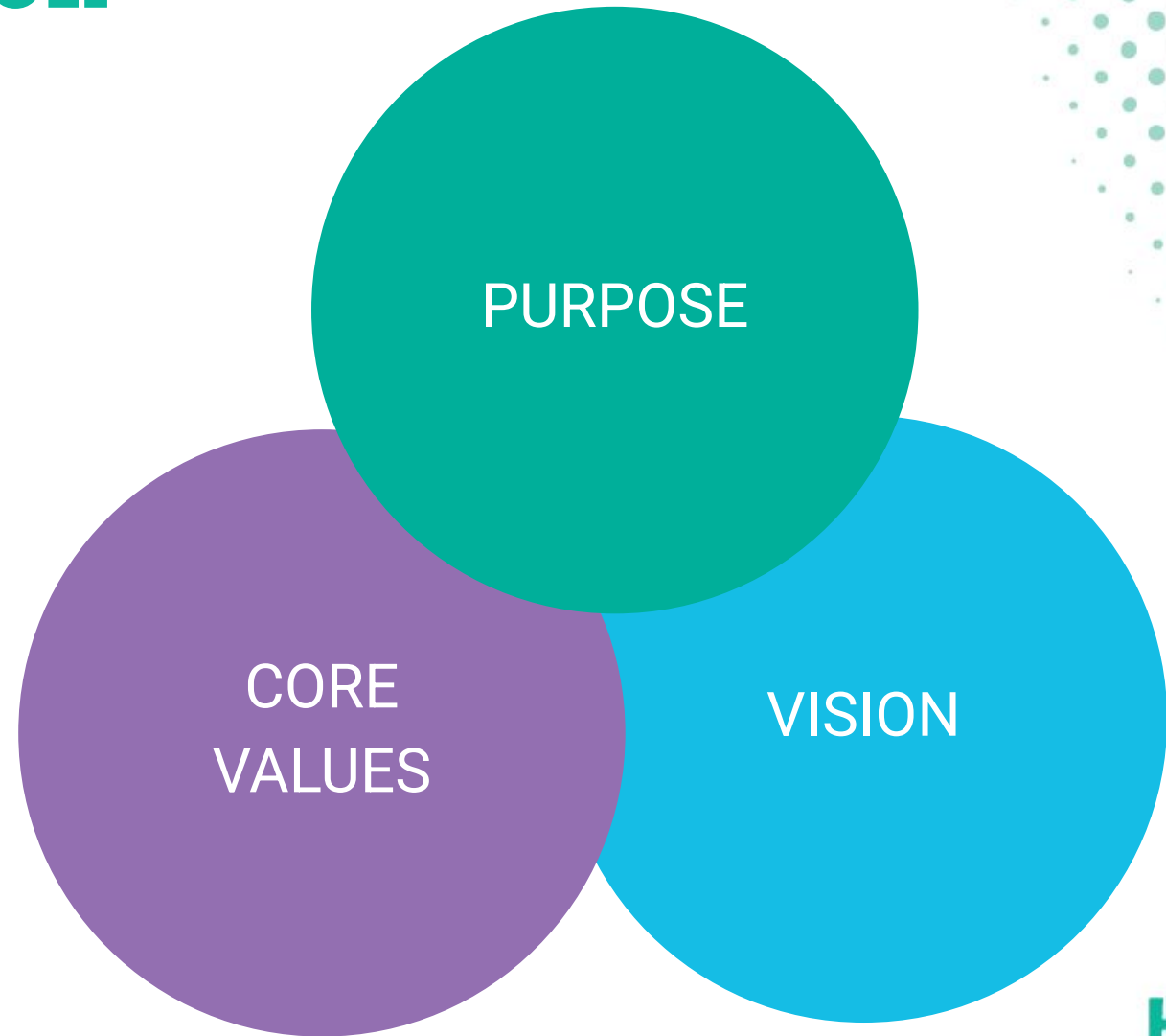
- Takes too long
- No buy in from the team
- No methodology
- Leadership commitment
- Unclear vision
- Ineffective and inconsistent communication




# Culture Foundation

## Building Blocks

1. Identify
2. Articulate
3. Integrate





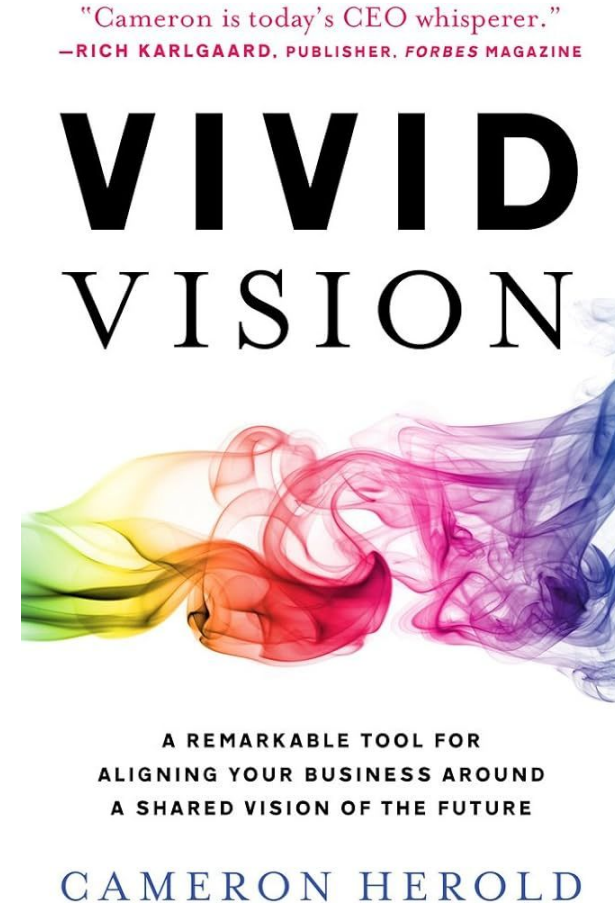


*“Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion.”*

*- Jack Welch*

# Vivid Vision

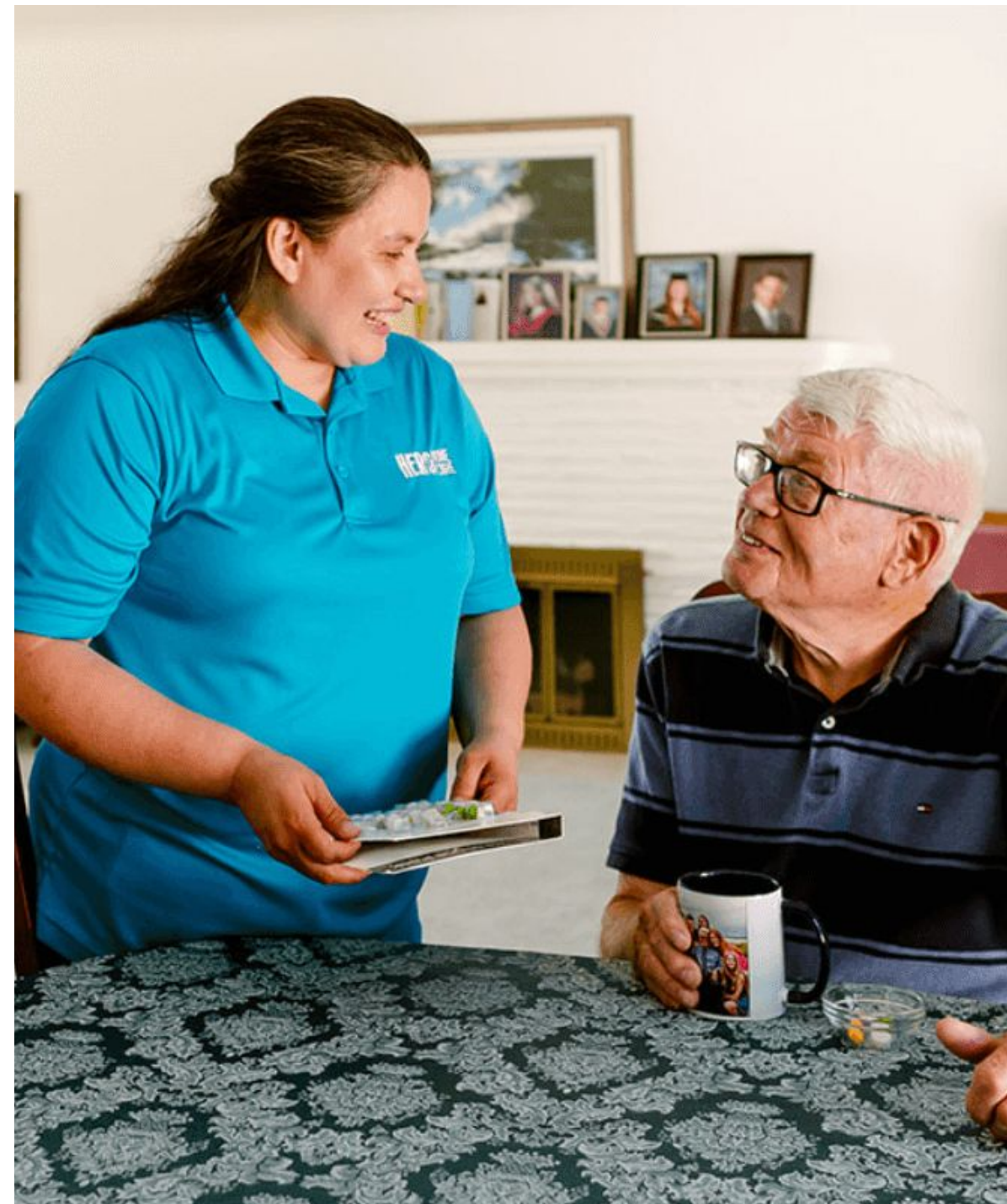
- 3 years into the future
- Think “where” not “how”
- Be vivid
- Core values, Team, Culture, Products & Services, Sales & Marketing, Media & Awards, Financials
- Result → Align and inspire





# Hero Academy

From your first day with Hero Home Care you recognize that this is not your ordinary company. Our so-called “orientation” is as fun as it is educational. Where most companies put their employees through a few hours of policy review, we invest in developing a solid foundation in our heroes that sets them up for success both personally and professionally. Once a foundation is built, then the real work can begin. To receive our “Superhero Certification” and the coveted graduation cape, all team members must complete a series of modules that will challenge them to become the best version of themselves and equip them with the skills necessary to fulfill their heroic duties in the community. Hero Academy is not just for our own heroes, but for all the unsung heroes serving our community including family caregivers, local businesses and seniors themselves who want to further their education and make our community a better place to live.





# CAN YOU IMAGINE?

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*“No matter who sits on your team today or tomorrow, your **elevated purpose** aligns your work and helps give people purpose and makes their work more meaningful.”*



*“Sacrificing everything for the team and honoring the All Black legend.”*



*“Genuine care and comfort of their guests is  
their highest mission.”*



*“Our **core values** govern everything we do in our business – they are our non-negotiables.”*



Zappos is a  
service company  
that just happens  
to sell





Zappos family  
*Monkey Row*  
insights <sup>2</sup>



JERRY

854

PAUL  
HUGS

KARL





How are you bringing  
your vision, purpose  
& core values to life?









When you walk into your office what does it feel, look and sound like? How has this changed your business? What can you achieve in the next 3 years?