

Culture
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You are what you are-and your business is what your business is. But the culture of your business can be affected by those persons within the business that just happen to create its culture-or, you can be aware of culture and develop and create that which you want your culture to really be. It starts with your mission (mission statement) or objective (corporate objective). Think about it. What are you trying to create as an overall feeling within your organization? How do you do things as an organization? How do you want to be perceived? What is your overall quality that makes up your culture? Whether or not you like it or will admit it, you have a culture already within your organization. It is now up to you to upgrade and develop it to your perceived desired level. That takes work, effort and time and it's an ongoing journey. Great culture is the by-product of your efforts to continually upgrade that culture. Culture also comes from training and development in what you want to achieve and maintain. It means you must set the standard and live the example and refine everything and everyone within its path. Nurture and cultivate daily-live it- value it-if something or someone does not fit, bring it or them forward, don't let it or them take you back. Culture-it's contagious. Believe in it-teach it-live it.

Think about it.

George J. Hayward