

# ENGAGE and ENERGISE

**Top Tips and Tools  
for improving  
Team Culture**



# STARTPOINT

The start is often the hardest part. Here are a few things to get the ball rolling...

## What's the VISION?

What does success look like in this context?

Decide what your ideal outcomes are and share this with your team.

**Consider this:** *How will we be better than our current selves if we realise this?*

Having a clear end goal inspires action and helps us visualise a roadmap from where we currently are, to where we want to be.

## What's the ONE THING?

This is not the place for a shotgun approach!

Decide what your **singular** initial focus will be.

Start small, be successful, celebrate your progress, then use this momentum to move forward with the next, one thing.

Marginal gains with manageable, realistic and sustainable levels of effort are THE way to start.

## Where are you WINNING already?

Build on your strengths - then minimise your weaknesses.

Start with what you know, and where you've already had some success.

It's less confronting, you will be more confident, and you have a 'workable model' to build upon. Your team will also be more willing to engage in the conversation of "how do we make this even better".

## Who JUST GETS IT?

This can't be all on you.

Find like-minded individuals to help you get the masses engaged. Recruit "the influencers" - the people who others' follow (and trust).

This culture thing quickly becomes a numbers game, when the odds are in your favour, change begins to happen.

To create movement - create **a** movement !!

# WHAT I DO

Daniel Pink, the author of *Drive: the surprising truth about what motivates us* discovered that these 3 elements are essential for enjoying **what we do...**

## Autonomy

*The desire to direct our own lives*

Give people the freedom to work when, where, and how best suits them

From a practicality standpoint this may be difficult to execute in some instances, but job flexibility is becoming a key consideration in recruitment and retention strategy. Even small concessions can greatly improve employee engagement levels.

Provide opportunities to work on projects that interest them

Giving people a chance to test their curiosity and fulfill their passions from a work standpoint may seem a luxury that should be explored outside work hours. But, letting team members explore their creativity led 3M to create Post It notes and Masking Tape, while GOOGLE developed Gmail and Google Maps. Does your next game-changing product or service exist in the mind of a team member??

## Mastery

*The urge to become better at something*

Encourage the development of a Growth Mindset

The belief that we are capable of learning new things and having the resilience to continue trying in the face of failure is what sets this concept apart from a fixed mindset. Creating an environment for people to experiment and test assumptions is the best way to assist people with embracing (and creating) change.

Provide progression pathways

Building on top of the previous point, it is important to have clear and accessible career development pathways throughout your organisation. Encourage people to fulfill their potential by setting career goals **with** them, then, provide adequate time and resource for optimal growth to occur.

## Purpose

*The feeling that you're part of something bigger*

Think impact rather than income

WHY you do what you do is a much more engaging and compelling conversation than simply, WHAT you do. Understanding and articulating what cause or mission drives YOU provides your team with something to connect with and commit to, beyond a paycheck and a job title.

Place your values at the core of what you do

Core Values are the guide for HOW you will go about realising your WHY. They should guide your decision making processes and dictate the manner in which you perform and interact. They can provide your business with a truly unique identity, and set you apart from your competitors in a genuine way.

# WHERE I DO IT

Do you have the following **FEATURES** within your **WORKPLACE**?

## Inviting break spaces

Do you have somewhere warm and welcoming, light and bright for people to escape, relax, recharge and connect with others?

It is more important than it may seem, especially during peak times.

## Clutter-free "creation stations"

Does everything have its place in your workspace?

Order promotes calm and improves productivity.

On average 30% of our time is spent finding things.

What a WASTE!

## Presentations of PRIDE

Do you display the fruits of your labour?

The outcomes that give everyone motivation and inspiration to be exceptional.

High foot traffic spaces are best place for these, to ensure maximum exposure.

# WITH WHOM

Improve team unity by focussing on the following...

## Break down the silos

Have "cliques" or "clusters" developed within your wider group?

Consider how you can create cross pollination, randomised groupings or rotation policies that encourage (force) people to interact with the wider group on a more consistent basis.

## Think Collaborate not Cooperate

These are not interchangeable terms, collaboration is coming together to develop a solution, while cooperation is working on your part of a problem - see the distinction?

Put another way: Cooperate  $1+1=2$  (or less) Collaborate  $1+1=3$  (or more)

The result is more than the sum of parts because people are looking beyond their "part", its about the best possible outcome for everyone!

## Go beyond the weather

When conversing with one another, go deeper in your interactions. For example, don't just ask "good weekend"? Go further, and ask "what did you do"? - "is that an interest of yours"? - "tell me more about that"?... The more you know about one another, the more you trust each other, and that's what a TEAM is truly built on!

# THE WRAP UP

Before you get into it, don't forget...

## Consistency is Key

Small incremental gains far outperform short sharp spurts of effort.

Like brushing your teeth - its best done daily!

This is all about sustainability and the forming of ingrained habits, because CULTURE is essentially what you do repeatedly - without thinking!

## Good things take time

This won't be an overnight success, you will wonder at times "why do I bother" and "is this even working", but hold the course and keep the faith.

Like teaching your children to use their manners, your effort will show through when it really matters!

## Celebrate your Successes

You won't always feel like you're winning, so when you are, make a BIG DEAL of it.

Recognising the progress made ensures it continues to happen. Success breeds success. Even the small things need acknowledgement, because often they are the catalyst for the big things!

## Create SHARED Ownership

Improved workplace culture benefits everyone - so everyone should be involved in creating it. It's a lonely and ultimately pointless process if you go solo on this, so make it a team effort and reap the benefits.

Many hands make light work!

*So go forth and create your human advantage*

**Good Luck**

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