

EATING SOUP WITH FORKS



**SOMETIMES WE HUMANS GO ABOUT A
TASK WITH TOOLS AND METHODS THAT
ARE CLEARLY OUTDATED OR MISALIGNED
WITH OUR ACTUAL OBJECTIVES.**

Rather like eating a bowl of soup with a fork.

Forks are great, forks are awesome – especially when you wish to pierce something solid on your plate or perhaps when you want to hold a piece of food in place so that you can cut it up into manageable portions. However, forks are just a waste of time when it comes to eating soup, especially soup that is predominantly liquid and not filled with delicious chunks of vegetables or meat.





Do you know what else is a fork? Using employee engagement surveys to measure and learn about company culture. The aim? To interpret the results, eventually using them to determine how to provide higher levels of employee fulfilment, enhance customer experience and lift business performance. But it's ineffective.

A fork has a set number of prongs, which can only stab at a specific range content to achieve the objective of obtaining and tasting the desired food. In the same way, a survey has a set number of questions that assume to be the *right* ones to ask. Then all of a sudden, you're the king of culture.

In January 2016, The Gallup Organization celebrated its fifteenth year of delivering engagement surveys around the world, with the brave confession that in all those years from 2001 - 2016, staff levels of engagement had on average only increased by 2%.

It's time to put down the fork and pick up the spoon of culture understanding and engagement. The spoon of culture is the rather obvious approach when educating the people who inhabit the culture about its make-up and function. In this way, "the spoon way", people can delve deep into the subject and gather a collectively wider knowledge and understanding about culture. In this way, they can determine for themselves such vital information for working with culture as being aware of:

- How culture forms
- Who actually owns culture?
- What are daily rituals vital for keeping the culture alive and effective?
- How culture can be seen and used to boost job satisfaction and customer experience
- The daily function of culture and how it delivers the level of performance to the organisation
- Who leads culture and when do they do this?
- How culture aligns to support or sabotage a business strategy





Understanding culture for the first time begins to rapidly position people within the culture to navigate and curate it to its optimum advantage. Benefiting employees, customers, suppliers, the business owners and leadership.



REMEMBER THE SPOON CAN GATHER AND LIFT FAR MORE SOUP THAN EVEN THE BEST, MOST POPULAR FORKS.

Cultures at Work offers a wonderful spoon to enable you to get to grips with your culture. It's called the Culture Planning Program and it's so wonderful in its capacity you might want to think of it as a ladle.

It's proven, effective and delves to the bottom of the bowl, making the perfect alternative to your engagement survey fork.

Better still, you only pay for the Culture Planning Program 'ladle' once, rather than having to pay every year for the engagement survey fork that isn't delivering the desired results.

Working with the Culture Planning Program 'ladle' you will learn everything you ever need to know about organisational culture and be equipped with the capability, confidence and curative process to unlock the power of your company culture. For a comparison of the Spoon vs Fork analogy of the Culture Planning Program 'ladle' vs traditional employee engagement surveys, read through the following table.

CULTURE PLANNING VERSUS ENGAGEMENT SURVEYS

CULTURE PLANNING

Works on your culture

Is proactive

Creates the impression that culture is
owned by the people

Customised to your culture

Directly links culture to your business strategy

Requires one year investment to
external providers

Educates and inspires accountability

Relevant for 21st century organisations

ENGAGEMENT SURVEYS

Comments on your culture

Is reactive

Creates the impression that culture
is owned by the consultants

Generalised to the market

Links culture to external method

Requires ongoing annual
investment to external providers

Informs and generates blame

Relevant for 20th century organisations

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IF YOU ARE TRULY SERIOUS ABOUT CULTURE AND NOT JUST TICKING THE BOX ON SOME EXECUTIVE TO-DO LIST, THEN CONTACT US FOR A COMPLIMENTARY DISCUSSION ON HOW THE 'CULTURE PLANNING PROGRAM LADLE' CAN WORK FOR YOUR ORGANISATION.

If you are just ticking the box when it comes to culture please do not contact us and enjoy your fork.



ABOUT MICHAEL HENDERSON

Michael is a Corporate Anthropologist with over 30 years' experience advising and educating organisations on how to unlock the power of their culture for increased performance, employee fulfilment and customer delight. Michael is acknowledged as one of the best in the world in his field and is the author of ten books on culture performance and leadership. He has delivered two Ted Talks and is an international keynote speaker.

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