

CULTURE UNDER PRESSURE

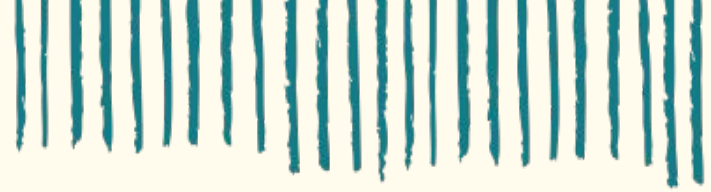
Leading your team through challenging times

Led by Joanie Hales

Hosted by Kim Payne



Objectives

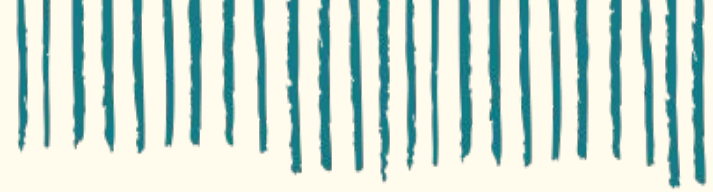


By the end of this webinar, you will be able to:

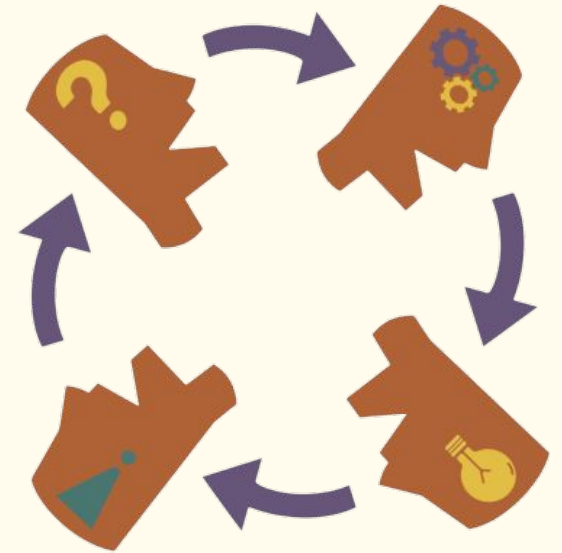
1. Explain why culture becomes more important, not less, during periods of uncertainty.
2. Identify four leadership practices that strengthen culture during difficult times.
3. Learn how purpose, systems, and recognition keep people engaged when resources are limited.



Why Culture Matters Most During Difficult Times



- Culture is the Foundation
- Difficult Times Create Uncertainty
- Pressure Amplifies Behavior
- The Cost of Ignoring the Culture



Four Things Leaders Can Do

1. Stay Anchored in the Purpose
2. Communicate More Than You Think You Need To
3. Double Down on Great Service
4. Celebrate Progress

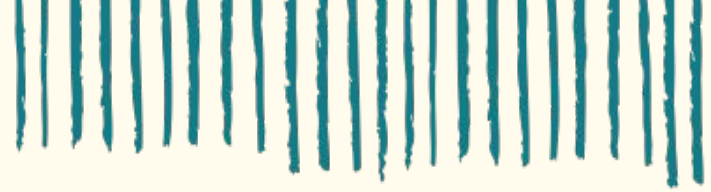


Stay Anchored in the Purpose

- Keep the Mission in mind
- Write a Vision of success
- Live the Guiding Principles



Communicate More Than You Think You Need To



- **Hold regular huddles/meetings**
- **Have Financial Transparency**
- **Make Time for one-on-ones**
- **It is ok to say “I don’t know yet”**
- **Be comfortable with answering the same questions repeatedly**

Double Down on Great Service

- Don't lower standards
- Increase connection
- Culture grows through daily interactions

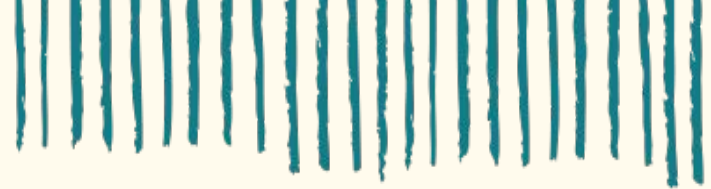


Celebrate Progress

- People need evidence they're succeeding
- Notice and recognize contributions
- Share stories of success
- Celebrate progress, not just outcomes



Keeping Your Culture Strong



- ☐ Are we talking about our vision?
- ☐ Do people understand priorities?
- ☐ Have we recognized someone this week?
- ☐ Are we communicating enough?
- ☐ What stories are people telling?
- ☐ How are we listening?



QUESTIONS?